

# Persuasive Writing

<b>Direct Address</b> (Use words like “I”, “us”, “our”, “you” to draw the audience in.)	<b>Alliteration / Anecdote</b> (Repeat the same sound at the beginning of words. Or tell a very short personal story)
<b>Facts / Flattery</b> (Provide information that is true, perhaps from an expert, to back up your argument. Or compliment reader in order to win him / her over)	<b>Opinions</b> (Use sentences that begin with “I believe...”, “I want...”, “We think...”, “My view is...”.)
<b>Rhetorical Questions / Repetition</b> (Ask a question that does not require an answer. Or repeat relevant words / phrases.)	<b>Emotive Language / Exaggeration</b> (Choose words or phrases designed to provoke strong feelings. Or “going over the top” in some statements.)
<b>Statistics / Superlatives / Satire</b> (Use numbers to add weight to the argument. Or use high degree words. Or use sarcastic / tongue in the cheek humour)	<b>Three Things...</b> (List a minimum of 3 things to make the argument seem wide-ranging and well thought through.)