

## How to Write a Persuasive Essay

### First decide on the purpose of your essay:

- ✓ **Persuade someone to agree with you on an opinion or argument**
- ✓ **Change someone's mind about something**
- ✓ **Urge someone to act**

### Part I.

- A. The most important part of the persuasive essay is the lead-in or introduction. Use one of these strategies to catch your reader's attention. Before you choose one to use in your essay, try all of them! You will be surprised on how each strategy makes your introduction different. Choose the one that best fits:
- ❖ Start with an unusual detail.
  - ❖ Put in a strong statement.
  - ❖ Include a quote from a famous person.
  - ❖ Introduce a short and up-to-the-point anecdote.
  - ❖ Open the essay with a statistic or fact.
  - ❖ Start with a rhetorical question.
- B. After you choose your clincher lead-in, write a **THESIS** or **FOCUS** statement which reveals how you feel about your topic. This is the central part of your essay, around which all other parts are organized.

### Part II.

Now you are ready to write the body of your persuasive essay. Your body should be at least three paragraphs long. Each paragraph should detail an argument, using supporting details and examples from your research. All body paragraphs should support the thesis statement that you included in your introduction.

### Part III.

Write a memorable conclusion. Your conclusion should be a mirror image of your introduction. This is where you refresh the reader's memory and remind the audience of your thesis statement. Summarize your main points and strongest arguments. This leads you to your clincher – the most important part of the conclusion:

Write a personal comment or call to action. This is where you use YOUR voice and show your passion! Three ways to do this are:

1. Write a prediction
2. End with a question that will let the readers make their own predictions – make them think!
3. End with a quotation. Choose a quote from your research or from an expert that packs a punch!