



Persuasive Writing Guide

Name _____

Part 1. Understanding the Task

Read the writing task and identify the subject, audience, purpose, and voice.

Subject	What is your topic?	
Audience	Who will read your essay? For whom are you writing? Knowing your audience will help you to anticipate their questions and concerns.	
Purpose	You already know your topic. Your purpose will be to take a stand on that topic. List several stances that your essay could take.	
Voice	Examples of “voices” you might consider are professional, emotional, rational, confident, and/or explanatory. Cater your voice to your audience.	



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Part 2. Taking a Stand

A Pro/Con Chart encourages you to understand opposing viewpoints of an issue. By looking at both sides, you will be able to choose the best arguments for your position. In the chart below, write three or four statements for (pro) and against (con/counterarguments) the issue.

PROS	CONS

Part 3. Thesis Statement

After reviewing potential arguments and counterarguments, choose your position either for or against the issue and develop your thesis statement. Write your thesis statement here:

Part 4: Writing Your Introduction

Hook	Begin with a sentence that will grab your reader's attention. You might consider a quotation, a strong or startling argument, a fact, or a statistic.	
Background	Provide just enough background information to help your reader understand the context of your argument.	
Thesis	At the end of your introduction paragraph, clearly state the point of view that you will be arguing throughout your paper.	

Part 5. Topic sentences and supporting details

1. Topic sentences. Select the three strongest arguments for your position and create three topic sentences.
2. List supporting details, facts, examples, statistics or quotes to support each argument.

Topic Sentence A: _____

Supporting details: 1.

2.

3.



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Topic Sentence B: _____

Supporting details: 1.

2.

3.

Topic Sentence C: _____

Supporting details: 1.

2.

3.

Part 6. Writing the Body Paragraphs

When writing your body paragraphs, remember:

1. Begin each paragraph with a clearly stated argument that supports your thesis.
2. Consider and include opposing viewpoints and your counter-arguments. If you think of arguments before your reader does, you will seem more reliable.
3. Each paragraph should have sufficient supporting details to persuade your reader that your argument is stronger than the opposition.

Part 7. In Conclusion

Your conclusion paragraph should reiterate your best points, and it should go beyond your thesis. Strong endings include: a call to action, a final surprising fact, a prediction of future events, or a synthesizing of previous argument.