Persuasive Writing Tips

Use these tips to help you develop and write your persuasive piece.

- **Choose a position.** What position are you coming from?

- **Understand the audience.** Is the reader undecided or inclined to favour one side or the other?

- **Do some research.** Persuasive writing depends upon solid, convincing evidence.

- **Identify the most convincing evidence**, as well as the key points for the opposing view.

- **Be definite.** Even if this means you keep repeating yourself! Be positive. By this we mean that it's always better to hear how good your idea is rather than how bad other people's are.

- **Push your point.** If you don't seem too sure, or if you can't make your ideas stand out, then you aren't really persuading as much as you can. Be pushy!

- Be personal. Using words such as "we" or "I" always sounds a lot more convincing.

- **Use questions.** Asking questions in your writing makes people think and helps to engage people in your argument.

- **Use feelings to push ideas.** Making people laugh or angry will help engage your reader and might even convince them of your argument.