WRITING TO PERSUADE

Persuasive writing techniques

Rhetorical question

A question asked for effect: Who wouldn't want that?

Rule of three

A list of three adds rhythm and emphasis: fast, fair and free.

Emotive language

Words that stir feelings: heartbreaking, thrilling.

Direct address

Speaks to the reader as 'you' to involve them.

Facts and statistics

Evidence that makes an argument harder to dismiss.

Anecdote

A short personal story that makes a point real.

Repetition

Repeating a key word or phrase makes it stick.

Call to action

Tells the reader exactly what to do next.