

## BE PERSUASIVE...

Think carefully about the language you use – try to be as persuasive as possible.

**P**

Power of 3 (*List reasons or emotions in 3 for impact*)

**E**

Emotive language (*e.g. this issue makes you feel distraught*)

**R**

Rhetorical question (*e.g. Can you imagine a life without...?*)

**S**

Statistics (*Facts make the issue real and make people think*)

**U**

Use real life examples (*Shows that you understand the issue*)

**A**

Alliteration and other descriptive techniques  
(*These help your writing flow and engage the reader*)

**D**

Details, details, details (*Lots of information to inform*)

**E**

Exaggeration (*Being over the top can emphasis the problem*)