

# Persuasive Essay Tutorial

Persuasive writing involves presenting information in such a way that it convinces your audience that your opinion is valid.

To be convincing, you have to show that you

- understand the whole issue or situation
- have relevant information that supports one side only
- considered interests and concerns of your audience and those involved
- are business-like and polite

**Step 1: Research** all information regarding the issue or the situation.

- Who is involved or what is represented?
- What concerns are to be addressed?
- What are the concerns of everyone affected?
- What suggestions do you have to address the issue or situation?
- What will happen if your suggestions are not implemented?

**Step 2:** Write an **introductory paragraph** stating **your opinion** of the issue or situation, why you are concerned, and why you are addressing this audience.

- What is your personal connection to the issue or situation?
- What do you hope to accomplish by addressing this audience?

**Step 3:** In a **second paragraph**, explain **the issue or situation** as you understand it.

- What are the facts of the situation?
- Mention sources of your information.

**Step 4:** In the **third paragraph**, explain the **opposing view** of the issue or situation and the harm that resulted from this view.

- Use specific support to convince the audience of the negative effects of this opinion.
- Avoid insulting those who believe this opinion.

**Step 5: Conclude** with strong but polite statements explaining the action you wish to be taken to address the issue.

- State clearly what the audience should do regarding the issue or situation.
- State the positive results you believe such an action will have.

**Step 6:** Edit and proofread your finished product.