

Persuasive Essay

1	Hook: Personal statement, universal truth, emotional tug, startling statistic, interesting
2	information, etc. (if possible, connect to conclusion like bookends holding essay together)
3	Thesis = clearly stated opinion that takes a position on the issue
4	
5	Reason -- Topic Sentence
6	Use evidence to FEED your reason and develop ideas in order to support topic sentence.
7	Evidence: Facts
8	Examples
9	Experiences
10	Details
11	Statistics
12	Explanation
13	Elaboration with "Insider Connection" (your area of expertise)
14	
15	
16	Remember: Write 2-3 fully-developed body paragraphs to support your thesis.
17	
18	
19	
20	
21	
22	
23	
24	Conclusion: Echoes intro; the "Call Back" (not repeating the thesis, but reinforcing it); a
25	question or new fact (must connect to thesis); the summary (adds a new dimension)
26	Call to Action: Cause the reader to change what he thinks, believes or does (use "should")