**PERSUASIVE ESSAY FORMAT**

**Intro**:

\*Immediately engage reader (**attention getter**)

get the reader “in the ballpark”

          \*Establish context (topic of essay)

* usually, 2-3 sentences narrowing down to the point of the paper
* cite your source with title and author (if using one source)

          \*Strong & complete **thesis statement**

**Body**:

\*Begin paragraphs with a clear, concise **topic sentence**

\*Use **concrete details** **(CD)**

* these include facts or quotes
* cite sources when necessary (simplified: such author’s last name & pg #)

 \*Create insightful **commentary** to support concrete details (2-3 comments per CD)

* shoot for at least 2 CD per paragraph (+ commentary)

          \*Address a **counter argument**

* include a rebuttal defending your thesis (which includes CD and commentary)

**Conclusion**:
       \*Transition into summary of key points

* Restate thesis (say it another way!)
* **Refer back to the attention getter and tie things up**

       \*Answer “So what?”

* Leave reader feeling persuaded or at least challenged
* This personal comment can include a universal observation
(a prediction), a call to action (a recommendation) or a scare
(a veiled threat)

**Suggested sentence starter for commentary:**

“This shows that…” (eventually teach kids to eliminate it)

“This proves that…”

“This demonstrates that…”

**Suggested sentence starters for counter:**

“On the other hand, some people believe \_\_\_\_\_\_...”
“One may argue \_\_\_\_\_\_\_\_\_; however, \_\_\_\_\_...”

**Suggested sentence starters for conclusion:**

“We need to…”

        “It’s our responsibility to …”

        “It’s important to…”

        “In order to\_\_\_\_\_\_, we must…”

        “It would be to our benefit to…”

**Encourage**:
        Incorporate transitions
        Use high-level vocab

Vary sentence patterns
Create a strong “voice”

        Show a logical argument throughout
        Edit well

\*The number of paragraphs and the organization of the essay will vary.