

Features of persuasive writing

Remember:

The purpose of persuasive writing is to argue the case that your product is best.

Key feature	Have I included it? (tick)	Does my partner think I've included it? (Tick)
An introduction to explain what the writing is about.		
Facts and evidence (from your investigations etc.) to support an opinion.		
Emotive language such as powerful verbs and strong adjectives.		
Rhetorical questions.		
Arguments to counter those posed from another point of view.		
Your opinion is repeated in your final paragraph.		
Written in the present tense.		

