PERSUASIVE TIPS

Follow these tips for delivering persuasive speeches and writing letters!

Structure:

1) Start with an **introduction**. Why are you writing this letter or making this speech? What is your motivation? Why should others care?
2) **Evidence** your opinion. Provide facts which support your case.
3) Finish with a strong **conclusion**, which summarises your key points and finishes on a powerful note.

<table>
<thead>
<tr>
<th>Make a POINT</th>
<th>Give EVIDENCE</th>
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**Your opinion:**
- I think...
- In my opinion...
- It seems to me that...
- I consider...

**Justifying your opinion:**
- The reason for this is...
- Due to the fact that...
- This is evidenced by...
- This shows...

**EXPLAIN it**

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<tr>
<th>Comparing:</th>
<th>Consider:</th>
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**Comparing:**
- Similarly...
- Equally...
- Likewise...
- However...
- On the other hand...
- Instead...
- ...whereas...
- Although...
- While it is true that...

**Consider:**
- Strengths
- Weaknesses
- Good qualities
- Advantages
- Disadvantages
- Drawbacks
- Shocking facts
- Relevance
Your **conclusion** should summarise your key points and finish on a powerful note:

- In summary…
- On the whole…
- In conclusion…
- Overall…
- To conclude…

**Think about persuasion:**

- You need to write with confidence! Don’t be half-hearted.
- Use rhetorical questions (questions which do not require an answer).
- Back up your statements with evidence.
- Use emotive language to appeal to the reader’s feelings.
- Emphasise words using **bold** print or **underlining**.

**SEAGRASS BUZZWORDS:**

- Restoration
- Climate change
- *Zostera marina*
- Coastal protection
- Nursery habitat
- Water quality
- Fisheries
- Biodiversity
- Carbon sink
- Tourism
- Volunteering
- Oxygen

It is key to remember to:

**Make a **POINT**, give **EVIDENCE**, **EXPLAIN** it**