

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.

Make a POINT	Give EVIDENCE
Your opinion:	Justifying your opinion:
<ul style="list-style-type: none"> • I think... • In my opinion... • It seems to me that... • I consider... 	<ul style="list-style-type: none"> • The reason for this is... • Due to the fact that... • This is evidenced by... • This shows...
EXPLAIN it	
Comparing:	Consider:
<ul style="list-style-type: none"> • Similarly... • Equally... • Likewise... • However... • On the other hand... • Instead... • ...whereas... • Although... • While it is true that... 	<ul style="list-style-type: none"> • 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
- Nursey habitat
- Water quality
- Fisheries
- Biodiversity
- Carbon sink
- Tourism
- Volunteering
- Oxygen



It is key to remember to:



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