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Writing a Persuasive Essay

Persuasive essays convince readers to accept a certain perspective. Writing a persuasive essay therefore entails writing an argument that will appeal to readers, so they believe what you say has merit. This act of appealing to readers is the art of persuasion, also known as rhetoric.

Sample Outline of a Persuasive Argument:

1. Introduction: *Tell them what you will tell them.*
 - a. Present an interesting fact or description to make the topic clear and capture the reader's attention.
 - b. Define and narrow the topic using facts or descriptions to illustrate what the situation or issue is (and that is it important).
 - c. Assert the claim (thesis) that something should be believed or done about the issue.
2. Body: *Tell them.*
 - a. Defend the claim with logical reasons and practical examples based on research.
 - b. Anticipate objections to the claim and refute or accommodate them with research.
 - c. Consider alternate positions or solutions using examples from research.
 - d. Present a final point based on research that supports your claim in light of the objections and alternatives considered.
3. Conclusion: *Tell them what you told them.*
 - a. Recap the main points to reinforce the importance of the issue.
 - b. Restate the thesis in new wording to reinforce your position.
 - c. Make a final remark to leave a lasting impression, so the reader will want to continue this conversation and ideally adopt the belief or take the action you are advocating.