**Persuasive Essay Guide**

**One page, 1.5 spacing; 12 pt. font; Times New Roman font; two citations; two sources.**

**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

          \*Strong & complete **thesis statement**

**Body**:

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

       \*Use **concrete details; evidence**

       Include facts or quotes

       cite sources when necessary (simplified: such as author’s last name & pg #)

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

          \*Address a **counter argument**

       include a rebuttal defending your thesis (which includes evidence 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…”

“This proves that…”

“This demonstrates that…”

“We can conclude from the evidence that…”

**Suggested sentence starters for counter argument:**

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

“Many believe that \_\_\_\_\_\_\_; nevertheless, \_\_\_\_\_\_\_\_\_\_\_”

**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…”

**Quality Persuasive Essays**:

Incorporate transitions              
Use high-level vocab

Vary sentence patterns             
Create a strong “voice”

Show a logical argument throughout

Refute counter arguments  
Edit well

Cite sources at the end of the paper

Citation:

“10,000 shipping containers are lost at sea each year… about every hour, on average, one is falling overboard never to be seen again” (singularityhub).

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