Step 1: Planning for Success

Think First, Write Second

**Learning Intention**

Brainstorm and select great ideas for a persuasive text.

**Success Criteria**

<table>
<thead>
<tr>
<th>Level</th>
<th>Marks</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginner</td>
<td>1–2</td>
<td>Contributed at least one idea.</td>
</tr>
<tr>
<td>Intermediate</td>
<td>3–5</td>
<td>Contributed one or two ideas.</td>
</tr>
<tr>
<td>Expert</td>
<td>6–7</td>
<td>Contributed multiple ideas.</td>
</tr>
</tbody>
</table>

**Activate Prior Knowledge**

Prior to this lesson, demonstrate the importance of planning:

- Share examples of how writers plan their work (see *Persuasive Writing Manual* p 17).

**I Do – Model the Technique**

- **Explain technique**: Before picking a side, brainstorm ideas for AND against the statement. Then select THREE key ideas.
- **Model strategy**: As a class, brainstorm TEN ideas for and against the following statement:

  **Breakfast is the most important meal of the day.**

  Here are some suggestions to get you started:

<table>
<thead>
<tr>
<th>FOR</th>
<th>AGAINST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your body goes into starvation mode if you don’t eat for long periods of time.</td>
<td>Sometimes you don’t feel like eating until later in the day.</td>
</tr>
<tr>
<td>You need breakfast to fuel your brain and get you ready for the day.</td>
<td>Skipping breakfast saves time which means you get a bit more sleep.</td>
</tr>
<tr>
<td>Breakfast foods are a good source of nutrients and fibre.</td>
<td>Breakfast cereals are often very high in sugar.</td>
</tr>
</tbody>
</table>
Seven Steps to Writing Success

Review the evidence and take a class vote on which side you are going to argue for.
Now select THREE key ideas for that side:
- strong ideas stand alone
- medium ideas can be combined
- weak ideas should be ditched.

**We Do – Group Work**

- Form groups of three.
- Give students FIVE minutes to brainstorm TEN ideas for and against the following statement: **School uniforms are unnecessary**.
- If necessary, use the following prompts to get the ball rolling:

<table>
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<th>FOR</th>
<th>AGAINST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uniforms are expensive and have to be replaced each year.</td>
<td>Wearing a uniform means you don’t ruin your good clothes at school.</td>
</tr>
<tr>
<td>School uniforms are out-of-date.</td>
<td>Uniforms make everyone look smart.</td>
</tr>
<tr>
<td>Wearing a uniform takes away your individuality.</td>
<td>Uniforms make everyone equal, you don’t have to worry about having the latest designer gear.</td>
</tr>
</tbody>
</table>

- Ask each group to look at their list of arguments for and against and pick a side.
- Give the groups ONE minute to select THREE key ideas for the side they picked.

**You Do – Individual Activity**

- Ask each student to pick one of the three KEY ideas and work individually to gather evidence to support the idea.

**Feedback**

- Ask students to share their ideas and evidence with another group.
- Share some of the best examples with the whole class.

**Review**

In this lesson, we have learnt how to brainstorm and select great ideas for a persuasive text.

**Taking it Further**

- Repeat this activity with different topics every morning for a week (see Writing Essentials pp 17–18).
- Have a class debate based on one of the topics you have brainstormed (see Writing Essentials p 17).
- Learn how to order ideas and plot them on the Persuasive Story Graph (see Step 1 Lesson Plan: The Importance of Order on Seven Steps Online).