



Persuasive Writing and the Seven Steps

Seven Steps Writing Tips

The Seven Steps can be applied to any text type including Persuasive Writing. Here's how...

- **Plan for Success:** Brainstorm lots of ideas about the topic before you put pen to paper. If there are two sides, brainstorm ideas both for and against and then pick a side.
- **Sizzling Starts:** The introduction needs to engage the reader AND convey your point of view.
- **Tightening Tension:** Select and order your arguments carefully to build the momentum.
- **Dynamic Dialogue:** Support your arguments with quotations to help convince the reader.
- **Show, Don't Tell:** Show your reader the important things rather than just stating facts.
- **Ban the Boring:** Ditch weak ideas and avoid standard phrases.
- **Endings with Impact:** This is your last chance to persuade the reader, be inspiring!

TOP TIP:

Brainstorming ideas and then selecting and ordering your strongest arguments is the key to a powerful piece of Persuasive Writing.



ACTION ACTIVITY:

Pick a magazine or newspaper article you have read this week. Read the first paragraph aloud to your children. What is the author's point of view? How do we know? The author won't necessarily have stated their point of view overtly (e.g. I think...), advanced writers know how to let readers infer meaning.

© Jen McVeity, author and National Literacy Champion

Get more writing techniques and activities:

www.sevenstepswriting.com

Email: office@sevenstepswriting.com

Phone: (03) 9521 8439

seven steps
TO WRITING SUCCESS