



Step 2: Sizzling Starts Recycling Should Be Compulsory

Before

It is important that we take care of the world we live in. Enforcing compulsory recycling for all households is an important first step.

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While this start does introduce why we should recycle, it certainly isn't compelling. Backing up your arguments with facts and examples helps convince the reader.

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After

It is estimated that a simple plastic container will take 50,000 years to decompose. How many bottles and plastic containers do you throw out a week? That's a lot of landfill to leave around for 49,900 years after you die.



Step 2: Sizzling Starts Cats Are Better Than Dogs

Before

My cat Fluffy is soft, purry and very loveable. Because of him, I think that cats are better than dogs.

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This is a little bit obvious. Here's a way to stand out – state the reasons why you are against the other side.

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After

They slobber on your best outfit, they bark all night and their breath smells exactly like meat left out in the sun for a week. Dogs as pets, I don't get it. Give me a cat quiet and curled up on my knee, purrrrlease.



Step 2: Sizzling Starts Visit the Museum

Before

The museum is a great place to have a nice day out, but most importantly you learn a lot about history.

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This introduces two reasons to visit the museum, but it certainly doesn't excite you to keep reading.

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After

There are naked people at the Melbourne Museum. Lots of them. Okay, they are models, but at first glance it seems like you've stumbled on a roomful of nudists.

(Michelle Hamer, journalist)



Step 5: Show, Don't Tell It's Time to Raise My Allowance

Before

I'm a year older now and I need an increase in my pocket money.

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Notice how this just TELLS what the writer wants. Now watch how you can turn this around and SHOW the argument, which makes it much more powerful...

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After

I'm a year older now. I pay for my own clothes, like the jeans I bought last week. I'm heading out with friends a lot more – they all want to buy lunch and drinks and food, and I can't ask my friends to pay for me. We want to see movies, there's the Kings of Leon concert coming up soon, and you know I play basketball twice a week. I can't keep asking you for money every day. If you give me a reasonable amount for an allowance, I can learn to budget and pay my own way.