

How To Start a Persuasive Essay

In persuasive writing, a writer takes a position FOR or AGAINST an issue and writes to convince the reader to believe or do something. Persuasive writing is often used in advertisements to get the reader to buy a product.

Persuasive writing follows a particular format. It has an introduction, a body where the argument is developed, and a conclusion. After writing an essay, like any other piece of writing, you should read, revise, conference and revise, before publishing the final product. Before starting, check the rubric to see how you will be evaluated, as well as, all the ingredients required to write the essay.

My topic: _____

My thesis statement:

My Points: 1.) _____

2.) _____

3.) _____

Opposing points: _____

My Counter-argument:

INTRODUCTION

The introduction has a "hook or grabber" to catch the reader's attention. Some "grabbers" include:

1. Opening with an unusual detail: ("Weird things have been found inside a shark, such as a nail, a bottle of wine, a treasure chest, coats, a suit of armor, a drum and a torpedo.")

2. Opening with a strong statement: ("Question: What is more dangerous to people - a shark or a bee?

Answer: bee Every year, 100 people die from bee stings, yet hundreds of millions of people go swimming, and sharks kill only about six people per year.")

3. Opening with a Quotation: (Elbert Hubbard once said, "Truth is stronger than fiction.")

4. Opening with an Anecdote(story): An anecdote can provide an amusing and attention-getting opening if it is short and to the point.

5. Opening with a Statistic or Fact: Sometimes a statistic or fact will add emphasis or interest to your topic. It may be wise to include the item's authoritative source. ("The record for attacks in a single place is at Durban (South Africa), in 1957, with 7 attacks (5 in which resulted in death) within 107 days.")

6. Opening with a Question: ("Have you ever gone swimming in the ocean?") The introduction should also include a thesis or focus statement. There are three objectives of a thesis statement:

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1. It tells the reader the specific topic of your essay.
2. It imposes manageable limits on that topic (so you don't wander off topic).
3. It tells the reader how your paper will be organized.

Through the thesis, you should say to the reader:

"I've thought about this topic, I know what I believe about it, and I know how to organize it."

Example Introduction:

(Catchy Opener) Question: What is more dangerous to people - a shark or a bee?

Answer: bee Every year, 100 people die from bee stings, yet hundreds of millions of people go swimming, and sharks kill only about six people per year. Only about 25 sharks have been known to actually attack people. Every year, people kill thousands of sharks. They are killed for food, oil, skins and sport. *(Thesis)* We must do a more effective job at protecting sharks because . . .