

**Persuasive**

A persuasive text persuades the reader to do something, or to agree with a point of view.

Name: _____ Date: _____

My persuasive text title:	
Read the questions and tick where your answer is Yes. Can you improve your writing in the areas where you have not ticked Yes?	Yes
Title	
Does your title show what your text is about?	
Is it interesting, to grab the reader's attention?	
Structure	
Does your text open with a statement of purpose?	
Is it organised into paragraphs or sections with headings?	
Do you end with a conclusion?	
Content	
Have you stated your point of view clearly at the start and finish?	
Do you develop your argument for your point of view through the text?	
Have you included a 'call to action'? Example: 'So, get started today!'	
Is your content right for your audience? Is it likely to appeal to them?	
Language and style	
Have you used persuasive, emotional language? Examples: shockingly, alarmed	
Have you used words to seek agreement? Examples: obviously, surely	
Have you used signal words for important points? Examples: first, moreover	
Have you used rhetorical questions? Example: 'What could be better?'	
Proofreading	
Have you checked your spelling, capital letters and punctuation?	
Have you checked there are no missing or repeated words?	