

Persuasive Essay Outline*
Massive Purple Text, pp. 320-327

I. Attention Getter: _____

Background Info About Issue: _____

Opinion Statement: _____

II. Reason #1: _____

Evidence A: _____

Transition (A to B): _____

Evidence B: _____

Transition (Reason 1 to Reason 2): _____

III. Reason #2: _____

Evidence A: _____

Transition (A to B): _____

Evidence B: _____

Transition (Reason 2 to Reason 3): _____

IV. Reason #3: _____

Evidence A: _____

Transition (A to B): _____

Evidence B: _____

Conclusion Statement (Reason 3): _____

V. Restatement of Opinion: _____

Summary of Reason 1: _____

Summary of Reason 2: _____

Summary of Reason 3: _____

Call to Action: _____

*This is only an outline. The written essay will be significantly longer and more detailed.

Keep in mind the following:

- The tone of the writing should be appropriate to the audience and purpose.
- Reasons can be *logical*, *emotional*, and *ethical*. (Focus mainly on logical.)
- Evidence can be analogies, **anecdotes**, case studies, commonly accepted beliefs, **examples**, expert opinions, **facts**, and statistics (the more specific the better).
- Address counterclaims as you support your opinion.
- Sequence: Strongest reason goes last (IV); second strongest goes first (II).