

Persuasive Planner

Beginning

State your opinion or position.
Acknowledge the opposition's opinion.

20%

Fold on dotted line.

Middle

Present your reasons or arguments.

70%

#2 Start with your second-best reason.

#3 Sandwich your weakest reason in between #2 and #1.

#1 Save your best and strongest reason for last.

Fold on dotted line.

Ending

Conclude with your call-to-action.

10%