

Introduction

- **Context framed for the audience**

- Introduce the issue in terms the audience already understands or cares about.
- Frame the topic using shared concerns, values, or situations rather than neutral background.
- Establish relevance by showing how the issue affects the audience directly or indirectly.

- **Thesis encouraging agreement**

- State a clear position that invites alignment rather than confrontation.
- Phrase the thesis in a way that sounds reasonable and defensible to a skeptical reader.
- Signal the intended outcome of persuasion without overstating certainty.

Body Paragraph One

- **Strong supporting point**

- Present the most convincing reason the audience should accept the thesis.
- Choose a point that aligns with audience priorities such as practicality, fairness, or outcomes.
- Keep the claim focused and easy to follow.

- **Logical appeal and evidence**

- Support the claim using facts, data, or credible reasoning.

- Explain how the evidence leads logically to the conclusion being promoted.
- Avoid overloading the paragraph with multiple arguments competing for attention.

Body Paragraph Two

- **Emotional or ethical appeal**

- Address values, concerns, or moral considerations that influence audience judgment.
- Connect the issue to real human impact rather than abstract principles.
- Ensure emotional appeal reinforces logic instead of replacing it.

- **Concrete example illustrating stakes**

- Provide a specific scenario, case, or consequence that shows what is at risk.
- Use detail to make the situation tangible and relatable.
- Clarify how this example supports the broader persuasive goal.

Body Paragraph Three

- **Anticipated resistance**

- Identify a likely objection or hesitation the audience may have.
- Present the concern respectfully and accurately.
- Show awareness of opposing perspectives without conceding the argument.

- **Reinforcement of position**

- Respond to the resistance by clarifying misconceptions or limits.
- Strengthen the thesis by explaining why it still holds despite objections.

- Reaffirm the value of the proposed position for the audience.

Conclusion

- **Call to action or recommendation**

- Clearly state what the audience should think, do, or reconsider.
- Keep the action realistic and aligned with the argument presented.
- Avoid vague encouragement in favor of specific direction.

- **Reinforced message**

- Restate the core position in a memorable, confident way.
- Emphasize why agreement matters at this point.
- Leave the audience with a clear sense of purpose rather than summary.