[](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwjwwe39i_zTAhWCTBoKHaHFCJwQjRwIBw&url=http://10-dnei-dieta-otzivi.tk/byly/persuade-essay-pux.php&psig=AFQjCNGdBDWGajgiO6_muS5DxllSkdIYsA&ust=1495287980980839)**How can I sound persuasive?**

**P**ower of three It’s quick, easy and convenient

**E**motive language This is an outrage!

**R**hetorical questions What can be done?

**S**tatistics/ supporting detail 100%

**U**nderstanding/ undermining others’ opinions This is unconvincing because . . .

**A**lliteration This callous cruelty can’t continue

**D**irect address I’m sure we can all see that . . .

**E**xaggeration I can’t imagine anything worse