**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