

## Handout 5.2: Tips for Crafting Persuasive Messages

Here are a few persuasive writing techniques you may want to consider using.

**1. Pick a topic or issue you're passionate about.**

You'll do your best persuading when it's something you truly believe in or care about.

**2. Know your audience.**

If you want to convince others to believe and agree with you, know who you're talking to first. Keep the audience in mind and tailor the messages accordingly.

**3. Hook the reader's attention.**

A persuasive writer should present their opinion with a declarative statement that clearly expresses their point of view.

**4. Research both sides.**

In order to convince the reader to agree with you, you also have to know what you're trying to get them to disagree with. Knowing both sides of your argument and addressing a counter argument can help you be more persuasive.

**5. Be empathetic.**

An effective persuasion technique is the use of empathy. Someone is more inclined to believe or agree with you if they feel like you can relate to and understand their experiences.

**6. Ask rhetorical questions.**

Presenting questions is another good persuasive strategy, especially when the information provided to help answer the questions is supportive of your point of view.

**7. Emphasize your point.**

The use of exaggeration or vivid language to express urgency is another useful technique.

**8. Repeat yourself.**

Strategic repetition can be an effective way to remind the reader of your message. You can find different ways to make the same point, such as incorporating true stories, metaphors, or just rephrasing the message.