

BIZWORLD[®]

Version 4.0

Online Resources Part C: Marketing

Persuasive Writing.....1

Persuasive Writing

Essay Topic:

Your company is celebrating its grand opening tomorrow! You are hosting a Sales Bazaar and are on the invitation committee. Write a letter about your product to your potential shoppers. Tell them about the grand opening and convince them that they should attend and buy your products.

Your letter should focus on convincing the reader to take action or adopt a specific opinion. Use facts to support your position rather than your personal opinion.

Your letter should include:

- 1. Introduction:** Capture the reader's attention. State your purpose and list 2-3 points supporting your position.
- 2. Body:** Each body paragraph should state your points with supporting evidence. For example: paragraph one has your first point with supporting evidence and paragraph two states your second point with supporting evidence.
- 3. Conclusion:** Review your position and your points to the reader. An emotional appeal may help convince the reader to create an opinion.