**Facts and Statistics**

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Use facts and statistics to help and support your argument.

e.g. “25 percent of boys and 33 percent of girls aged between two and 19 years are overweight or obese.”

**Involve the Audience**

Use the personal pronoun “you” to help the audience to relate.

e.g. “We want you to be involved in the great work that our sport centre does.”

**Rhetorical Question**

This is a question asked merely for effect with no answer expected.

e.g. “Do you really want your child to be overweight?”

**Emotive Language**

Use language that makes the reader try and feel something.

e.g. “Imagine being cast out into the street, cold, lonely and frightened.”

**List of 3**

Try and list things in threes to add emphasis.

e.g. “We want our children to be able to read, to be able to write, and to be able to spell.”

**Alliteration**

Alliteration is the repetition of a particular sound in the first syllables of a series of words and/or phrases for emphasis.

e.g. “Dieting can be damaging whereas happiness comes from being healthy.”

**Repetition**

Repetition is the conscious and purposeful replication of words or phrases in order to make a point.

e.g. “Healthy bodies equal healthy hearts which equal healthy minds.”

**Personal Experience**

Anecdotes add a human and personal dimension to your writing. Usually you’ll have to make one up but they must still be believable and relevant to what you’re writing about.

e.g. “I, myself, was allowed to eat all the junk food I liked when I was younger, but by the time I was eighteen, I weighed over 20 stone.”

**Strong Ending**

All your points and explanations should build toward a strong ending in which you summarize your view in a clear and memorable way. The conclusion should give an overall impression of the topic being discussed. It might include a call to action (e.g. “You must act now!”) or it might repeat or mimic the start of your piece to show continuity and closure (eg. “Together we truly can help to reduce the percentages of overweight boys and girls, before it’s too late.”)