

# Writing to Persuade

## Imperative Verbs

buy  
campaign  
create  
demand  
expect  
explain  
forget  
halt  
imagine  
leave  
purchase  
reduce  
say goodbye to...  
stand up for...  
stop  
use

## Persuasive Word Choices

amazing  
brand-new  
brilliant  
delightful  
extraordinary  
fantastic  
flawless  
incredible  
magnificent  
never-before-seen  
newly designed  
one of a kind  
spectacular  
splendid  
unique  
wonderful

Whether you're writing a letter, a speech or an advert, you need to persuade your reader that what you're saying is true.

## Sentence Starters

As soon as you use the...,  
For centuries,  
For the past few years,  
From now on,  
From the moment you first see the...,  
Just imagine...  
Say goodbye to...  
Surely...

## Rhetorical Questions

Do you really want...?  
Do you think...?  
Have you longed for a solution to...?  
Have you always wanted...?  
Have you considered...?  
Have you tried...?  
How can you live without...?  
What are you waiting for?  
What is better than...?  
Why don't you...?  
Why not try...?

