

Persuasive Planner

Introduction

Provide a little background information.
State your opinion or position.

20%

Fold on dotted line.

Body

Present your reasons or arguments.

70%

#2

Start with your **SECOND-BEST REASON**.

#3

Sandwich your **WEAKEST REASON** in between #2 and #1.

#1

Save your best and **STRONGEST REASON** for last.

Fold on dotted line.

Conclusion

Conclude with your call-to-action.

10%

Persuasive Planner

Introduction

— — — — — *Fold on dotted line.* — — — — —

#2 Reason

#3 Reason

#1 Reason

— — — — — *Fold on dotted line.* — — — — —

Conclusion