

Max's Persuasive Campaign Planner

Learning objective: To structure a persuasive argument using rhetorical devices, emotive language, and clear evidence to convince an audience.

Max the monkey believes that every big idea needs a strong plan to convince others. Use this template to organise your arguments for a persuasive speech or letter. Remember to use formal, persuasive language to make your case as strong as possible.

Word bank: undoubtedly · furthermore · essential · remarkable · consequently · persuade · transform · evidence · compelling · nevertheless

1. The Hook: State the topic clearly and write a catchy opening sentence to grab the reader's attention immediately. (2 marks)

2. Argument 1: Present your first main point. Use a fact or a piece of evidence to support why this point is important. (3 marks)

3. Argument 2: Present your second main point. Use emotive language to show how your idea will benefit the reader or the community. (3 marks)

4. Counter-Argument: Acknowledge an opposing view (e.g., 'Some might say...') and explain why your idea is still the better choice. (3 marks)

5. The Call to Action: Write a powerful concluding paragraph that tells the reader exactly what they should do next. (4 marks)

Extension challenge: Write a 'Top Tip' box at the bottom of your page explaining how you used a rhetorical question to make your argument more engaging.