

The four-step persuasive writing checklist



Delete the word "will".

Rephrase your sentences in the present tense, and remove the word "will."

This makes your writing more immediately relevant - things that are happening now are more important than things that may happen in the future.

Change this: "This checklist will help you write more persuasively."

To this: "This checklist helps you write more persuasively."



Use "you"

Write directly to your reader by using "you".

This puts your reader right in the action, so they are imagining themselves as the hero of the story you're telling.

Change this: "People who can write persuasively have more influence at work."

To this: "Writing persuasively gives **you** more influence at work."



Be specific!

The more specific you are, the less work your reader has to do to understand what you're telling them.

Do this work for your reader by using specific terms.

Change this: "This checklist helps you write persuasively."

To this: "This checklist helps you **use writing to persuade people to do what you want them to do.**"



Delete your adjectives and replace them with facts.

Adjectives force the reader to draw a picture themselves. This is especially true for subjective adjectives like "good" and "smart."

Replace these adjectives with facts that describe the **outcome** of whatever it is you're trying to say.

Change this: "I'm super busy this week!"

To this: "I haven't left the office earlier than 7pm this week."