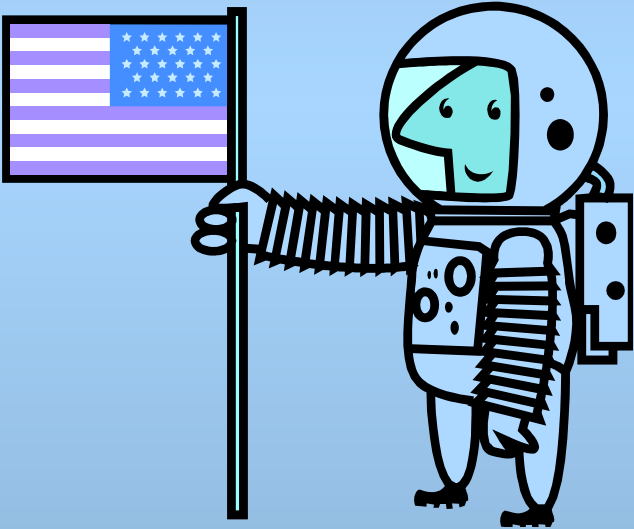# Persuasive Strategies

Claim

State your argument.

Example: I am going to try to convince you that chocolate is a healthy snack.
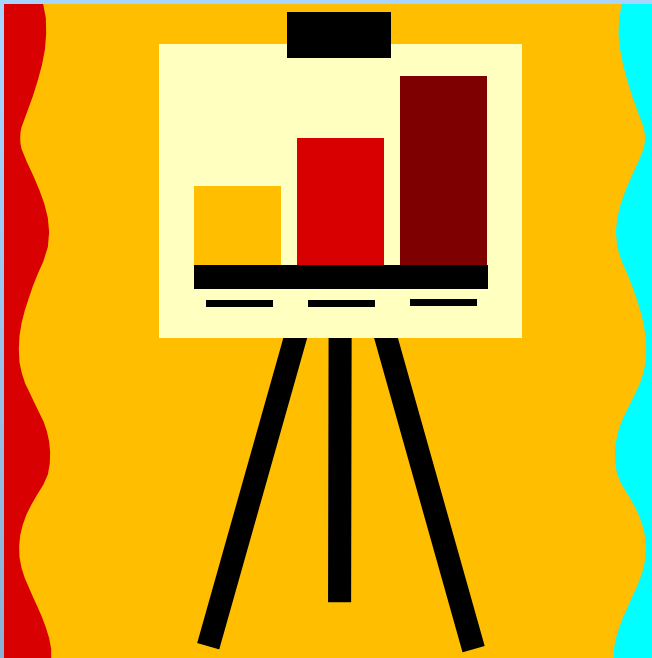
Big Names

Important people or experts can make your argument seem more convincing.

Example: Former U.S. president Bill Clinton thinks that junk food should be taken out of vending machines.

Logos

Facts, numbers, and information can be very convincing.

Example: A Snickers bar has 280 calories and 30 grams of sugar. That's not very healthy.

Pathos

Getting people to feel happy, sad, or angry can help your argument.

Example: Your donation might just get this puppy off the street and into a good home.

Ethos

If people believe and trust in you, you're more likely to persuade them.

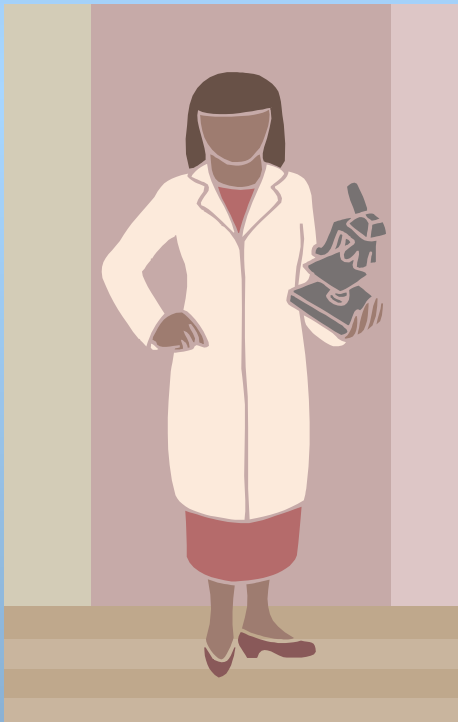Example: Believe me! I've been there before. I'm just like you.

Kairos

Try to convince your audience that this issue is so important they must act now.

Example: This is a one-time offer. You can't get this price after today.

Research

Using reliable research can help your argument seem convincing.

Example: A recent study found that students who watch TV during the week don't do as well in school.