Appendix A

The 4C's – Writing a Persuasive Paragraph

The 4C Planner
Catch: This is (usually one) sentence that uses a statement or a question to capture the reader's attention.
Commit: What is your opinion about this issue? Be sure to state it clearly and convincingly
Convince: How will you convince your reader of your opinion? What facts, statistics, information, and supporting arguments will you use to persuade them?
Close: This is the last sentence of your paragraph. It should leave people thinking about your topic, maybe wanting to find out more or to take some sort of action.

Now use what you have planned in your organizer to write a paragraph:

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