

Name: _____

Date: _____

Persuasive techniques

K H H O J H H W M S N A G O L S Q W O W L F F Q
Z S P Q Z S Q T T F M F S B A E B F G Q K J H L
B H A C A Y Q U H J S C S E T D M K Q D R H C L
J F R L W L Y M L U A V P H S T A T I S T I C S
H R G X T I C F K K C W Q B Q K H O W J E K F F
Q H A R B Z O B P H R C J S M X L Y J Q X Z A S
C E R Y R Y M F H B A U K O L G F B X M A O U S
Z T A U R G M G P T S F P U M E T O D C E N A Q
O O P M N G A G N I N E P O L U F R E W O P L N
E R E K F A N Q B R E C M H A G A I Y P K V S B
K I C S W B D I S U T U I R K E N V B O T O A U
S C N N S K S T D C M Q L A L V X A S E V R R Z
H A E S U L C B Q N V H L J P K G P P M R D E Z
O L T A G A O G P L E P F I T J Z H W F J U Y W
C Q N W F L F W F F U E N O I T I T E P E R M O
K U E E M E Q V R P L P L Y A B E T Q A Z M P R
T E S S H Q P L I E O L I B G R A V V A W T P D
A S E Y D U O L F P V Y U B A B A D G G O X F S
C T N P V G C R K T P E G K U R Z U D Y S L R X
T I O P H G E V W K S T A P W B O R B H H U P M
I O K R M L T R D X M K C L C R Z M T X O R P A
C N A K V O P I N I O N Y I O Q V U E M D D F W
S D G E G A U G N A L E V I T O M E U M X L W Q
R N U O N O R P L A N O S R E P C H P G I U Q A

one sentence paragraph
powerful opening
shock tactics
repetition
anecdote
opinion

rhetorical question
personal pronoun
slow reveal
statistics
sarcasm
humour

memorable ending
emotive language
buzz words
commands
slogans
facts