

The Art of Persuasion

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

Impressive vocabulary

Connected ideas

Exaggeration

Repetition

Triple

Rhetorical questions

Hook the reader

Alliteration

Opinions

Facts

Emotive language

Direct address

Statistics

Opening