**

**Book Talk – Persuasive Writing Techniques**

**Assignment:** Use the following techniques to convince your audience to read your book.

**Introduction**

* Grab the audience’s attention
	+ a quote *(“Just close your eyes and keep your mind wide open,” Leslie from Bridge to Terabithia.)*
	+ a statistic *(There are 76,944 words in the novel Harry Potter: The Sorcerer’s Stone and I loved every one of them.)*
	+ a rhetorical question *(Do you want read a book that keeps you on the edge of your seat?)*
	+ an interesting fact *(A 12-year old boy from North Carolina claims reading the book Hatchet saved his life. He was separated from his camping group and lost in the wilderness for four days practicing skills he learned from reading this book.)*

**Introductory Phrases**

* Additional phrases you may use while introducing your book
	+ In my opinion
	+ There is no doubt
	+ There is no doubt that
	+ From my point of view
	+ It seems to me that
	+ I question whether
	+ I maintain that
	+ I (dis) agree with
	+ It is my belief that

**Conclusion – Your last chance to convince the audience to read your book**

* Restate your most important argument
* Identify an expert *(Just ask Mrs. Hall, this book is taken out from the library more than any book in Hingham.)*
* Benefit to audience *(This book will change your life and if you get lost in the woods, this book may even save it!)*
* Call to action *(Go out and borrow this book today!)*
* Restate the purpose of the speech using a *Concluding Phrase (from word bank) (Without a doubt, this will be the best book you read all year!)*

**Concluding Phrases**

* Additional phrases you may use while concluding your presentation
	+ As you can see
	+ As I have noted
	+ In other words
	+ In short
	+ Without a doubt
	+ Unquestionably
	+ Obviously
	+ In brief
	+ In any case
	+ In any event
	+ Be sure to