

PERSUASIVE LANGUAGE

WORD BANK



EMPHASIS

- importantly
- definitely
- clearly
- obviously
- certainly
- without a doubt
- strongly
- in fact
- absolutely
- it is clear that



OPINION

- I believe
- I think
- in my opinion
- I feel
- I am convinced
- I am sure
- it seems to me
- I prefer
- surely
- I am certain that



INFLUENCE & PERSUASION

- you should
- you must
- you need to
- I encourage you to
- consider this
- think about
- it makes sense to
- let's
- it is in your best interest to
- why not



REASON & LOGIC

- because
- since
- for this reason
- therefore
- as a result
- for example
- for instance
- such as
- this shows that
- the fact that



EMOTIVE LANGUAGE

- amazing
- inspiring
- important
- wonderful
- terrible
- unfair
- exciting
- valuable
- life-changing
- heartbreaking



EVIDENCE & EXAMPLES

- for example
- for instance
- such as
- according to
- research shows
- studies prove
- statistics show
- an example is
- evidence suggests
- experts agree



CONSEQUENCE & IMPACT

- as a result
- this means that
- consequently
- therefore
- this will lead to
- the impact is
- this affects
- this matters because
- if we don't, then
- the outcome will be



CONCLUDING STATEMENTS

- in conclusion
- to sum up
- overall
- in summary
- for these reasons
- clearly
- that is why
- the best choice is
- let's make the right choice
- act now

★ POWERFUL OPENERS

- Imagine...
- What if...
- Have you ever wondered...
- It is time to...
- Today, more than ever...

- Many people believe that...
- There is no doubt that...
- The truth is...
- It is often said that...

- We all want...
- Consider the following...
- It is easy to see why...
- Here is why...

- Let me ask you...
- The choice is clear...
- Now is the time to...
- It is up to us to...



TIP: Choose words that fit your audience and purpose.
Strong language + good reasons = powerful persuasion!

