

Use the following to write persuasively and get people’s attention and support.



## The Basics

**Convince:** Make the title and the first sentence relevant and interesting.

**Concise:** Open strongly and clearly tell the reader what you will say and why it is important. Don’t force your readers to guess your main points.

**Clear:** Be clear on what your message is. If you aren’t clear, then the reader certainly won’t be.

To succeed, you need to **Know your audience**. Write to their interests, knowledge and level of understanding.

## More tips for persuasive writing

**Avoid jargon, technical language,** initials and acronyms.

**Don’t make unrealistic claims** or you will lose credibility as well as the reader’s confidence.

**Revise, edit and proof-read your work!** Have somebody— ideally from your target audience —check it. Is the writing concise, clear and convincing? Let them be honest.

**Use correct grammar and spelling.** Use your word processor spell-check, but be careful: words can have “moor” than “won” spelling, and the spell-check isn’t always “write”.

## Reminders for clear, concise, convincing writing

**Note:** The **suggestions** here are guidelines, not rules. There may be times when you need to break them. Read what you have written and ask yourself, “Is this the best way to get my message to the reader?”

Reminder	Bad example	Good example
Avoid unnecessary or fancy words and phrases.	We utilized the pen of the adult.  The local farmers will benefit from the expedient delivery of new seed.	We used the mom’s pen.  New seed, delivered quickly, will help the local farmers.
Use <i>active voice</i> , not <i>passive voice</i> .	The rice was planted by Sally.	Sally planted the rice.
Make positive statements, not negative ones.	The rains don’t often come early in the season.	It usually rains late in the season.
Don’t use more words than you need. Why say in 1000 words what you could say more effectively in 200? (Active voice and positive statements will help you do this.)	He is now moving back to Australia due to health reasons relating to his wife.  Rice can be a difficult crop when it comes to harvesting.	He is moving back to Australia because his wife is ill.  Rice can be difficult to harvest.
Be bold! Avoid <i>should, could, would, may, might, can, committed to</i> etc, unless you really are unsure.	This technology should help farmers.  We are committed to helping farmers improve their seed.	This technology will help farmers.  We help farmers improve their seed.
Make people feel you are writing for them. Use <i>I, you, your, we, our</i> .	If people use fertilizer too late in the season, their crop will suffer.	If you fertilize too late in the season, your crop will suffer.
Be specific. Don’t use generic terms when you can use specific ones.	The new technology will help stakeholders improve their livelihoods. It is believed that all stakeholders will benefit from the new technology.	The new irrigation system will help farmers reduce their spending and increase yields. We believe the new technology will help farmers and farm workers.