



# Persuasive Writing

In persuasive writing, the writer's goal is to convince or persuade the reader to think, do, act, or believe something based on an appeal to emotion and feeling. There are many different techniques writers can use to be persuasive. One technique is to **provide social proof**.

## What It Is

Social proof means that people tend to believe that what others are doing or thinking is the correct behavior.

## How It Works

If you can prove that others are thinking or acting in a certain way, it is easier to convince someone to do that same.

**DIRECTIONS:** Think about a social issue that is important to you. Write a paragraph that provides social proof to persuade others to think, feel, act, or believe as you do about this issue.

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