**Persuasive Techniques**

Ask questions that don’t need an answer (rhetorical), “Do you remember the last time?”

Repeating the same word, phrase or idea more than once for emphasis.

Including lists of three items/reasons in your writing.

Speak to the reader directly using personal pronouns and shared experiences.

Being over-the-top to get a point across.

Words, phrases and imagery that arouse an emotional response.