Persuasive Writing

Members of the Witan, I urge you most strongly to choose _____ as the next King of England. He is the only sensible choice and I will explain why. Firstly... Secondly... Furthermore... Finally...

Suggested techniques:
Flattery - complimenting your audience.
Opinion - a personal viewpoint often presented as if fact.
Hyperbole - exaggerated language used for effect.
Personal pronouns - 'I', 'you' and 'we'.
Imperative command - instructional language.
Triples - three points to support an argument.
Emotive language - vocabulary to make the audience/reader feel a particular emotion.
Statistics and figures - factual data used in a persuasive way.
Rhetorical question - a question which implies its own answer.