

Use Reasons to Persuade

When your goal is to convince readers to buy a product or use a service, **use reasons to persuade**. A reason is a specific answer to the question “Why?” When you want readers to take an action, give them logical, specific reasons why they should act. Use vivid descriptive words and persuasive words in your reasons.

Reasons to persuade You should visit Hawaii. It has the most beautiful beaches. It has the warmest, sunniest weather all year.

Directions Read the ad. Then answer the questions.

Visit San Antonio, Texas. You can stroll along the River Walk and enjoy a meal outdoors. Go to the Alamo and see where history was made. Attend the colorful Fiesta San Antonio in April or go to the annual rodeo in February.

1. What does the writer want to persuade readers to do?

2. What reasons does the writer use to persuade readers?

Directions Write two reasons to persuade readers to take each action.

3. Come to the school fair.

4. Join the soccer team.
