

BLM 2.3**The 4C's for a Persuasive Paragraph**

Section	Purpose
Catch	In this section you are to catch the reader's attention. Usually, it is one sentence and is either a statement or a question.
Commit	This is where the writer commits to their personal opinion.
Convince	Here is where you need to back up your opinion with facts, statistics and information. Use powerful language to get people ready to do something.
Close	This is the last sentence of the paragraph. In this section it is important to leave people wanting more, be it more information or the need to do something to help out the cause you have introduced.

TASK

Use Mackenzie's Call to Action and locate the 4C's in his writing

Section	Sample from Mackenzie's Call to Action
Catch	
Commit	
Convince	
Close	