



## Persuasive Writing Essay “15 Checks” Checklist

What’s wrong with your essay? Find out now.

Essay writing is hard.

But... with Exam Success’ “15 Checks” checklist for **persuasive writing**, you’ll be able to learn how easy it is to fix up certain areas of your writing that are likely leading to loss of scores.

To use this checklist:

1. Read through your persuasive writing essay
2. Go through each of the areas below under “your impression” to see if your impression of the essay matches - if it does, see the potential cause and then check out masterclass videos to learn how to fix up your writing weakness.

Individual masterclass videos are \$14.29, but you can save with [Exam Success Video Plan](#):

- 31-day unlimited access to ALL 96 masterclasses (24+ hours of actionable writing advice);
- Immediate access on computer, tablet and phone – anytime, anywhere.

### The Checklist

Is your impression of the essay any of the following?	Check	Potential Cause	Easy “How-to Fix It” Masterclass Videos <small>Click on the link to get to the video</small>
1 The piece doesn't take a position or you're not sure if the piece is for or against an issue.	<b>Yes →</b> <b>No.</b> <i>Move to next row.</i>	Poor organisation  Ineffective planning	1. <a href="#">How to Clarify your Position on a Topic</a> 2. <a href="#">How to Structure a Persuasive Writing Piece</a>
2 The piece seemed: <ul style="list-style-type: none"><li>• too short</li><li>• too long</li></ul>	<b>Yes →</b> <b>No.</b> <i>Move to next row.</i>	Ineffective planning	1. <a href="#">How to Structure a Persuasive Writing Piece</a> 2. <a href="#">Learn How Much to Write For your Persuasive Writing Piece</a>
3 The piece sounded off-topic. It seemed as if it was written for another prompt.	<b>Yes →</b> <b>No.</b> <i>Move to next row.</i>	Failure to interpret the question correctly	1. <a href="#">How to Read and Understand the Question</a>

Is your impression of the essay any of the following?	Check	Potential Cause	Easy “How-to Fix It” Masterclass Videos Click on the link to get to the video
<p>4 The piece included many reasons, yet no real support or evidence to show why these reasons should be believed.</p> <p>The piece wasn't very “persuasive”</p>	<p><b>Yes →</b></p> <p><b>No.</b> Move to next row.</p>	<p>Poor organisation</p> <p>Ineffective planning</p>	<p>1. <a href="#">How to Structure a Persuasive Writing Piece</a></p> <p>2. <a href="#">How to Choose Examples to Develop your Argument</a></p> <p>3. <a href="#">Claim vs. Explanation: How to Tell the Difference</a></p> <p>4. <a href="#">How to Develop your Argument Step By Step</a></p>
<p>5 Struggled to come up with any good arguments.</p>	<p><b>Yes →</b></p> <p><b>No.</b> Move to next row.</p>	<p>No strategy</p> <p>Ineffective outlining</p>	<p>1. <a href="#">How to Come Up With Strong Arguments</a></p> <p>2. <a href="#">How to Make your Arguments Interesting</a></p>
<p>6 Arguments for a chosen position were confusing.</p>	<p><b>Yes →</b></p> <p><b>No.</b> Move to next row.</p>	<p>Lack of clarity</p>	<p>1. <a href="#">How to Write Out your Argument (the Easy Way)</a></p> <p>2. <a href="#">How to Use Evidence Properly</a></p>
<p>7 There were heaps of spelling and grammar mistakes.</p> <p>The piece was a bit rough and seemed like a draft rather than a polished final version.</p>	<p><b>Yes →</b></p> <p><b>No.</b> Move to next row.</p>	<p>Poor editing</p>	<p>1. <a href="#">Learn the Basics Of Editing</a></p> <p>2. <a href="#">How to Make your Sentences More Fluid</a></p> <p>3. <a href="#">How to Make Paragraphs Flow Fluently</a></p>
<p>8 The piece seemed to be incomplete.</p>	<p><b>Yes →</b></p> <p><b>No.</b> Move to next row.</p>	<p>Poor organisation</p>	<p>1. <a href="#">How to Structure a Persuasive Writing Piece</a></p> <p>2. <a href="#">Introduction: Must-Have Parts</a></p> <p>3. <a href="#">How to Write a Strong Introduction (Templates)</a></p> <p>4. <a href="#">How to Write an Effective Conclusion</a></p>
<p>9 The piece seemed exaggerated and unbelievable. The claims appeared to be unrealistic.</p>	<p><b>Yes →</b></p> <p><b>No.</b> Move to next row.</p>	<p>Poor word choice</p>	<p>1. <a href="#">Learn What Language to Avoid to Develop a Strong Argument</a></p>
<p>10 The piece seemed to include the same argument but put in different words.</p>	<p><b>Yes →</b></p> <p><b>No.</b> Move to next row.</p>	<p>Lack of argument selection</p>	<p>1. <a href="#">How to Come Up With Strong Arguments</a></p>

Is your impression of the essay any of the following?	Check	Potential Cause	Easy “How-to Fix It” Masterclass Videos Click on the link to get to the video
11 The piece used casual language or personal expressions, such as “I think.”	<b>Yes →</b> <b>No.</b> Move to next row.	Inappropriate tone Poor word choice	1. <a href="#">How to Recreate the Ideal Tone of an Effective Persuasive Writing Piece</a>
12 Some paragraphs seemed to have too much information crammed into them.	<b>Yes →</b> <b>No.</b> Move to next row.	Poor editing	1. <a href="#">Learn Where to Put Information in your Essay</a> 2. <a href="#">How to Remove Excess Information</a> 3. <a href="#">How to Make Paragraphs Flow Fluently</a>
13 At some points, it seemed like the essay was a different type of writing piece.	<b>Yes →</b> <b>No.</b> Move to next row.	Lack of genre knowledge	1. <a href="#">Informative vs. Argumentative Expression: How to Tell the Difference</a> 2. <a href="#">Argumentative vs. Discussion Piece: How to Tell the Difference</a> 3. <a href="#">Argument vs. Solution: How to Tell the Difference</a> 4. <a href="#">How to Structure a Persuasive Writing Piece</a>
14 The piece wasn't finished. OR Struggled with the time limit.	<b>Yes →</b> <b>No.</b> Move to next row.	Ineffective planning	1. <a href="#">How to Plan and Write your Essay with Crystal Clear Focus</a> 2. <a href="#">Learn How Much to Write for your Persuasive Writing Piece</a> 3. <a href="#">How to Structure a Persuasive Writing Piece</a>
15 Some sentences didn't flow. The piece used some complex words, but they didn't seem right for the essay.	<b>Yes →</b> <b>No.</b> Move to next row.	Poor word choice  Poor editing	1. <a href="#">Word Choice vs. Big Words</a> 2. <a href="#">How to Make your Sentences More Fluid</a>

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