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persuasive writing begins with a writer forming their own opinion on a topic which they then attempt to convince their reader of this opinion by walking them through a number of logical and ethical arguments

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then you ll start to approach a material with your audience in mind you ll have more of a stance of humility than one of arrogance that will help you create the kind of movement needed to get your idea to spread and then the third thing wrap your content in story

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key persuasion techniques the ultimate goal of persuasion is to convince the target to internalize the persuasive argument and adopt this new attitude as a part of their core belief system the following are just a few of the highly effective persuasion techniques

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