

# The Art of the Pitch: Mastering Persuasive Writing

## Lesson Overview

In this lesson, Sarah will transition from simply having an opinion to crafting a compelling argument. By using the "OREO" method and exploring the power of "The Ridiculous Sell," she will learn how to influence an audience using logic, emotion, and clear structure.

## Learning Objectives

By the end of this lesson, the learner will be able to:

- Identify the four components of the **OREO** persuasive framework (Opinion, Reason, Example, Opinion).
- Distinguish between **Fact-Based** and **Emotion-Based** appeals.
- Draft a persuasive paragraph that includes a clear "Call to Action."
- Apply persuasive techniques to a "silly" real-world scenario to demonstrate creative application.

## Materials Needed

- Paper and colorful markers/pens
- A "Mystery Object" (any common household item like a wooden spoon, a single sock, or a paperclip)
- The "OREO Graphic Organizer" (can be hand-drawn)
- Timer

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## 1. Introduction: The Hook (10 Minutes)

**The Scenario:** Imagine you want to stay up one hour later on Friday nights. If you just yell "I want it!", what happens? Usually, the answer is "No." But what if you could prove that staying up later would actually make you a *better* student and more responsible person?

### Discussion:

- What is "persuasion"? (Answer: Convincing someone to think or act in a certain way.)
- When do we use persuasion in real life? (Examples: Commercials, asking for chores to be changed, toy reviews, political speeches.)

**Objective Statement:** "Today, Sarah, you aren't just a writer; you are an influencer. You're going to learn the secret recipe for making people say 'Yes' to your ideas."

## 2. Instruction: The "I Do" Model (15 Minutes)

Introduce the **OREO Method** for persuasive paragraphs:

- **O - Opinion:** State your feeling clearly. (e.g., "I believe every kid should have a pet dragon.")
- **R - Reason:** Give a 'Why.' (e.g., "Dragons provide excellent home security.")
- **E - Example/Evidence:** Give a 'Proof' or a story. (e.g., "For instance, a burglar would think twice if they saw a fire-breathing lizard in the window.")
- **O - Opinion (Restated):** Summarize and give a Call to Action. (e.g., "Clearly, dragons are the best pets, so you should head to the dragon hatchery today!")

### The Two Secret Weapons:

1. **The Logic Link:** Using facts (e.g., "Studies show pets lower stress.")
2. **The Heart String:** Using "sparkle words" or emotional language (e.g., "Imagine the lonely nights without a loyal dragon friend.")

## 3. Guided Practice: The "We Do" Brainstorm (15 Minutes)

Let's practice together using a "low-stakes" topic: "**Should dessert be served before dinner?**"

- **Step 1:** Brainstorm three reasons *for* or *against*.
- **Step 2:** Sort the reasons. Which ones are **Logic** (Health, energy, hunger) and which are **Emotion** (Happiness, treats, fun)?
- **Step 3:** Choose the strongest reason and think of an example. If the reason is "Energy," the example might be "Sugar gives you the energy to help wash the dishes after dinner."

## 4. Independent Practice: The "You Do" Activity (25 Minutes)

### The Ridiculous Sell Challenge:

Pick up the **Mystery Object** (e.g., a single old sock). Your job is to write a persuasive paragraph to sell this object to a millionaire for \$1,000. You must use the OREO structure.

### Instructions for Sarah:

1. **Brainstorm:** What could this object *actually* be? (A sock isn't a sock; it's a "Luxury Smartphone Sleeping Bag.")
2. **Draft:** Write your OREO paragraph.
  - **O:** Your phone deserves the Luxury Sleeping Bag.
  - **R:** It protects the screen from dust and cold.
  - **E:** Tell a story about a phone that got "shivers" and stopped working.
  - **O:** Buy this bag now to save your phone's life!
3. **Visual:** Draw a quick "advertisement" poster for the product including your best persuasive sentence.

## 5. Conclusion & Recap (10 Minutes)

**The Pitch:** Have Sarah read her paragraph aloud with "Commercial Voice" (enthusiasm and emphasis).

### Review Questions:

- What does OREO stand for?
- Which part of your paragraph was the most "persuasive" and why?

- How can you use this tomorrow if you want to convince me to go to the park?

**Success Criteria Check:** Did the writing include an Opinion, a Reason, an Example, and a concluding "Call to Action"?

## Adaptations & Differentiation

- **For Scaffolding (If struggling):** Provide sentence starters: "In my opinion...", "One reason for this is...", "For example...", "This is why you should..."
- **For Extension (Advanced):** Introduce the "Counter-Argument." Have Sarah identify one reason someone might say "No" and write a sentence explaining why that person is wrong (e.g., "Some might say socks are for feet, but they've clearly never seen a phone sleep so soundly.")
- **Digital Option:** Sarah can record a 60-second "Video Ad" on a tablet instead of writing a poster.

## Assessment Methods

- **Formative:** Checking the brainstorming list to ensure reasons align with the opinion.
- **Summative:** The final "Ridiculous Sell" paragraph is graded on the presence of all four OREO components and the use of at least two "sparkle/emotive" adjectives.