

**Lesson 5** How Important Is It?

When writing to persuade, the purpose is to make readers think or act in a certain way. For example, you might want to persuade classmates to vote for Jane Smith for class president or persuade the principal that an after-school nature club is a good idea.

When writing to persuade, save the most important ideas—the strongest arguments—for last. Build ideas from least important to the most important. Here is an example.

I think Jane Smith should be our class president. There are several good reasons to vote for her. First, she really wants the job. That means she will probably work hard. Second, she has good ideas that will make our classroom a better place. And, finally, she is a good friend to everyone and will work to build a strong classroom community.

Do you have an idea for an after-school club or group? Write a letter to your teacher or principal about the idea. Try to persuade the person that the club is a good idea. Save your most important reason for last.

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