

# purple state

## Argumentative Writing Guide

Crafting a quality argument is an art form! A crucial part of any successful argument is convincing others that your idea is a good one, if not the best one. We have put together this guide to help.

*Pro tip: this guide is useful for client proposals, formal emails, offering ideas to colleagues, debating controversial issues, and much more!*

### 1. Clearly state your position.

Make sure people know where you stand on the issue. Clearly stating your position or recommendation at the start helps to frame everything that follows. Without it, your audience will wonder what point you are trying to make!

### 2. Provide reasons to support your position or recommendation.

An unsupported position is not convincing to anyone who does not already agree, whereas good reasons help to turn one person's opinion into an appealing idea.

### 3. Explain and justify your position.

Help your audience understand the implications of your reasoning and justify your position. Explain what about your reasons makes your position so important. Make sure your reasoning is consistent with your position.

### 4. Support your position with evidence.

Evidence is an important part of explaining and justifying your position and shows your audience that you are informed on the issue. Make sure your evidence aligns with your reasoning. Irrelevant or inconsistent evidence will take away from your argument rather than support it.

### 5. Acknowledge and address opposing positions.

Acknowledging opposing positions demonstrates your awareness of an issue's complexity and builds your audience's trust. Addressing counterarguments with refutations and reasoning shows that you have thought through the issue, which lends further weight to your position.

### 6. Keep it tight!

You will generally have little time or space to convince your audience of your position. So, if it does not add to your argument, leave it out!