

<i>High-Performance Writing— Beginning Persuasive Writing</i>	Lessons									
	1	2	3	4	5	6	7	8	9	10
Understands that a sales pitch is a type of advertisement used to sell a product	✓	✓	✓	✓	✓					
Understands that a sales pitch uses strong words to grab the audience’s attention	✓	✓	✓	✓	✓					
Differentiates between language that is convincing and language that is not convincing	✓				✓					
Understands and exhibits proper audience behavior	✓					✓				
Understands that a sales pitch should begin in a catchy, appealing way, often using figurative language	✓	✓	✓	✓	✓					
Knows that alliteration is a type of figurative language that uses words that start with the same sound	✓	✓	✓	✓	✓					
Knows that rhyming words end with the same sound	✓	✓	✓	✓	✓					
Knows that a sales pitch repeats the product name several times so the audience will remember it	✓	✓	✓	✓	✓					
Knows that a sales pitch points out the best things about the product to make the audience want to buy it	✓	✓	✓	✓	✓					
Knows that a sales pitch often includes a slogan (a catchy phrase that points out the best qualities of a product)	✓	✓	✓	✓	✓					
Understands the function of a verb in a sentence		✓								
Recognizes the verb in a sentence		✓								
Participates in brainstorming		✓		✓			✓			
Identifies a likely audience for a sales pitch		✓		✓						
Knows not to write outside the margin		✓		✓			✓		✓	
Indents the first word in each paragraph		✓		✓			✓		✓	
Uses a planning sheet		✓		✓			✓		✓	
Drafts a catchy beginning sentence for a sales pitch		✓		✓						
Drafts the body of a sales pitch		✓		✓						
Includes a slogan at the end of a sales pitch		✓		✓						
Knows that the subject of a sentence tells who or what			✓	✓	✓					
Knows that the predicate in a sentence tells what happens			✓	✓	✓					
Combines a subject and a predicate to create a complete sentence			✓	✓	✓					
Discriminates between a complete sentence and a fragment			✓	✓	✓					
Uses proofreading marks			✓	✓	✓			✓		✓
Uses a caret to insert text			✓	✓	✓			✓		✓
Edits a sales pitch to make it more interesting by adding alliteration			✓		✓					
Edits a sales pitch to make it more interesting by adding rhyming words			✓		✓					
Edits a sales pitch to make the product memorable by repeating the product name			✓		✓					
Checks a sales pitch for a catchy beginning sentence, figurative language, repetition of the product name, convincing words that point out the product’s best qualities, and a catchy slogan			✓		✓					
Proofreads a sales pitch			✓		✓					
Publishes a sales pitch			✓		✓					
Presents a sales pitch			✓		✓					
Understands how to correctly capitalize and punctuate a telling sentence				✓	✓					
Recognizes that an advertisement may not use complete sentences				✓						
Uses and adds to a Word Bank				✓						✓
Understands how to correctly capitalize and punctuate a question					✓					
Edits a sales pitch to make it more convincing by adding strong words that describe the product					✓					
Understands that a paragraph is a group of sentences that tells about one idea						✓	✓	✓		
Knows that a paragraph has three important parts: a topic sentence, detail sentences, and an ending sentence						✓	✓	✓	✓	
Creates a topic sentence for an incomplete paragraph						✓				
Discriminates between a good topic sentence and a poor topic sentence for a paragraph						✓				
Recognizes detail sentences that aren’t on topic										✓

Understands that an opinion is what someone thinks about something							✓	✓				
Recognizes that a persuasive paragraph begins with the author’s opinion on a subject							✓	✓	✓	✓		
Understands that a persuasive paragraph tries to convince an audience that the author’s opinion is the best or most correct							✓	✓	✓	✓		
Knows that opinions often contain the words <i>I believe, I think, I feel, or they should</i>							✓		✓			
Knows that effective persuasive writing supports opinions with reasons							✓	✓	✓	✓		
Recognizes that one type of reason uses personal experience to support an opinion							✓	✓		✓		
Recognizes that one type of reason uses numbers to support an opinion							✓	✓		✓		
Recognizes that one type of reason uses information from an expert to support an opinion							✓	✓		✓		
Understands that a persuasive paragraph ends with a sentence that restates the author’s opinion							✓		✓	✓		
Analyzes a persuasive paragraph							✓		✓			✓
Creates detail sentences when given a topic sentence								✓				
Discriminates details sentences from a topic sentence								✓				
Writes an opinion sentence for a persuasive paragraph								✓		✓		
Uses a personal reason, numbers, and information from experts to plan a persuasive paragraph								✓		✓		
Writes a persuasive paragraph with supporting reasons and a conclusion that restates the opinion								✓		✓		
Understands that a closing sentence in a paragraph rephrases the topic sentence									✓			
Edits a persuasive paragraph to ensure that it maintains focus									✓			✓
Edits a persuasive paragraph to make it more interesting by varying the first words of sentences									✓			✓
Edits a persuasive paragraph for convincing reasons that support the opinion									✓			✓
Edits a persuasive paragraph for opinion words such as <i>I think, I believe, and should</i>									✓			✓
Edits a persuasive paragraph for three or more reasons that support the opinion									✓			✓
Edits a persuasive paragraph to ensure that the closing sentence rephrases the opinion									✓			✓
Understands that it is important to be polite when writing a persuasive paragraph												✓
Knows to use <i>I</i> statements rather than <i>you</i> statements when writing a persuasive paragraph												✓