

Writing for Success Scope and Sequence

Beginning Level 3 Persuasive

Skills Taught	Lessons									
	1	2	3	4	5	6	7	8	9	10
Knowing a paragraph is a group of sentences that tells about one idea	✓	✓	✓	✓						
Knowing a paragraph has a topic sentence at or near the beginning of the paragraph	✓	✓	✓	✓						
Knowing the middle sentences of a paragraph are called the details	✓	✓	✓	✓						
Knowing a paragraph ends with a closing sentence	✓	✓	✓	✓						
Knowing the topic sentence tells what the paragraph is about	✓	✓	✓	✓						
Knowing expected audience behavior	✓				✓	✓				
Participating in partner activities	✓				✓					✓
Analyzing a persuasive paragraph	✓									
Knowing an opinion is what you think or believe about something that can't be proven	✓	✓		✓						
Knowing a persuasive paragraph tries to convince the audience that your opinion is the best or most correct	✓	✓		✓						
Knowing a persuasive paragraph often uses words such as I think, I believe, or should	✓	✓		✓	✓					
Knowing a persuasive paragraph should state the author's opinion in the first sentence	✓	✓		✓						
Knowing other sentences in a persuasive paragraph give reasons to support the opinion	✓	✓		✓						
Knowing one kind of supporting evidence is a reason you know of because of personal experience is called an anecdote	✓	✓	✓	✓	✓					
Knowing a second kind of supporting evidence is a statistic (a fact that contains numbers)	✓	✓	✓	✓	✓					
Knowing a third kind of supporting evidence is an expert opinion	✓	✓	✓	✓	✓					
Knowing the last sentence (closing) in a persuasive paragraph restates the author's opinion	✓	✓	✓	✓	✓					
Identifying the topic (opinion) sentence in a persuasive paragraph	✓	✓	✓	✓						
Identifying detail sentences in a persuasive paragraph		✓	✓	✓						
Writing detail sentences		✓		✓						
Knowing a complete sentence begins with a capital letter and ends with an end mark		✓		✓				✓	✓	
Brainstorming		✓		✓			✓			
Using a graphic organizer		✓		✓			✓			
Knowing convincing evidence is important, serious, strong, and believable		✓		✓						
Drafting a class persuasive paragraph collaboratively		✓								
Knowing what a margin is and how to use it		✓		✓					✓	

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Lessons

	1	2	3	4	5	6	7	8	9	10
Knowing the closing sentence states the same idea as the topic sentence but uses different words			✓	✓						
Identifying the closing sentence of a persuasive paragraph			✓	✓						
Writing a closing sentence			✓							
Understanding the importance of maintaining focus in a persuasive paragraph			✓	✓	✓					
Identifying sentences in a persuasive paragraph that don't maintain focus			✓	✓	✓					
Varying the first words in sentences in a paragraph			✓		✓					
Using an add-in sheet			✓					✓		
Using proofreading marks			✓	✓	✓					✓
Editing a persuasive paragraph collaboratively				✓						
Writing a persuasive paragraph independently				✓						
Identifying types of evidence				✓						
Selecting the most convincing evidence to support your opinion				✓						
Knowing persuasive writing should be respectful of the thoughts and feelings of the audience					✓					
Finding friendly ways to express an opinion in persuasive writing					✓					
Partner proofreading a persuasive paragraph					✓					
Publishing and presenting a persuasive paragraph					✓					
Analyzing a sales pitch						✓				
Knowing a sales pitch is a kind of advertisement that tries to convince a potential customer to buy something						✓	✓		✓	✓
Knowing words in the sales pitch need to catch the attention of the potential customer and makes them curious, interested, and excited						✓	✓		✓	✓
Using strong words to convince a customer						✓	✓		✓	✓
Using a strong enthusiastic speaking voice and making eye contact with the audience when presenting a sales pitch						✓	✓	✓		
Using the product name several times in the sales pitch so the audience remembers it						✓	✓	✓	✓	
Knowing alliteration is writing words close together that begin with the same sound						✓	✓	✓	✓	✓
Knowing rhyme is writing words close together that end with the same sound						✓	✓	✓	✓	✓
Using alliteration and rhyme when writing a sales pitch						✓	✓	✓	✓	✓
Knowing a good sales pitch often includes a slogan						✓	✓	✓	✓	✓
Knowing a good slogan uses alliteration and/or rhyme						✓	✓	✓	✓	✓

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Knowing verbs are action words							✓			
Knowing verbs sometimes have helping verbs such as was and will							✓			
Identifying verbs and helping verbs							✓			
Knowing strong verbs get more attention in a sales pitch							✓	✓		
Writing a class sales pitch collaboratively							✓			✓
Using describing words to make a sales pitch more interesting and exciting							✓	✓		✓
Knowing a complete sentence tells who, or what, and what happened								✓	✓	✓
Knowing a word that tells who names a person								✓		✓
Knowing a word that tells what names an animal or thing								✓		✓
Knowing a group of words that tells who names people								✓		✓
Knowing a group of words that tells what names animals or things								✓		
Identifying the parts of a complete sentence								✓		
Editing a class summary collaboratively								✓		
Knowing editing means changing, adding, or taking out some ideas to make the writing better								✓		✓
Presenting a sales pitch								✓		
Knowing a telling sentence is a declarative sentence that ends with a period									✓	✓
Knowing a sales pitch is often written as if it were talking directly to the audience without saying <i>you</i> or the person's name									✓	✓
Writing a sales pitch independently									✓	
Considering the audience when writing a sales pitch									✓	
Using descriptive words that use the five senses									✓	✓
Using a planning sheet									✓	✓
Knowing an asking sentence or question ends with a question mark										✓
Editing a sales pitch independently										✓
Partner proofreading a sales pitch										✓
Evaluation using a rubric										✓
Publishing and presenting a sales pitch										✓