

Sample Persuasive Essay

Elect John Jones for Mayor of Somewhereville



Levels 8-10

Twenty years ago in April, John and Arlene Jones moved into Somewhereville as newlyweds. Our local Wiretapping phone company has recently promoted John as C.E.O. of the company. John has served his community in the private sector for years, and now feels that the time has come to bring his skills to the public arena.

Note the preponderance of facts in this paragraph.

As a new husband with a time consuming job, John did not seem to have much extra time. But, as the county planning meeting convened a month after his arrival in town, John came ready to participate. He has never missed a meeting since. In fact, Mr. Jones has actively participated in this community for twenty years. He has been on the county council for fifteen of those years, planning new roadways and fighting for the preservation of the historic Oaklands Park. He has struggled to lower taxes and balance the budget.

Community participation is vital to any society, and is a value dearly held by the entire Jones family. Arlene is a devoted wife, who is involved in the volunteer organization at the local hospital. Tyler and Ellen are honor-roll students at Charles Daunting high school, and both volunteer at the local nursing home. John Jones is at every P. T. A. function and works hard to see that our schools are well run, and properly funded. He is also an active participant in his local church. John feels that it is important for each individual to do his part in whatever sphere he finds himself.

In this paragraph, there are at least two “common sense” arguments that appeal to the reader’s experience.

Mr. Jones has clear goals for this town’s future. He knows that there is a tough fight ahead in order to battle increasing crime and poverty in Somewhereville as our town grows, but he is ready to take a stand for justice. He supports tough new laws for drunk drivers that our governor is promoting, especially. He is committed to balancing the budget and halting any attempts to build a highway through out historic town square.

Tying the candidate to a prominent personality.

Although Mr. Jones has had no formal degree in governing and politics, as does his opponent, he has a lot of practical, “on the job” experience from his involvement in the county council. We hope you’ll agree that only Mr. Jones can lead this town toward safety and prosperity. He is the right man for the job.

Note the admittance of a weakness here, and the counter argument the student makes.