Lesson title: Pitch, Lure and Catch

Skill focus: Persuasive Writing
Length: Whole lesson
Year levels: Years 7-10

Instructions:

Roy Peter Clark discusses three elements of persuasive writing - which he labels Pitch, Lure and Catch - in his book *How To Write Short*. In the attached resource you can see an example of Pitch, Lure and Catch in operation - as Clark tries to convince women on a dating site about why they should date him. While we might not want students to write their own dating pitches in class, there are plenty of other ways students can apply Clark’s structure. At the bottom of the resource are three possible persuasive scenarios students could choose from. Students pick one, and use Clark’s model to create a persuasive Pitch, Lure and Catch. Their piece should be explicitly broken into these three sections.