Persuasive papers attempt to convince others to agree with your stance on a specific issue. This means that persuasive thesis statements should do two things: 1) state your stance in a clear (not wishy-washy) way, and 2) identify the evidence you will be using to convince us your stance is the right one.

When trying to persuade your audience to agree with you, it is important to remember that every issue/argument has two sides. Although it is certainly possible to write a persuasive paper that does not acknowledge both sides of the argument, the thesis templates below encourage you to do so. This is because by acknowledging that a different perspective exists, we prevent ourselves from seeming too biased in our paper. It is often wise, then, to first acknowledge that the other point of view is in some way understandable, then spend the remainder of your paper showing how your view is the better of the two. Try one of the following templates to help you get started:

**Emphasizing that drawbacks outweigh benefits:**

Despite the potential benefits (subject) provides, (evidence #1), (evidence #2), and (evidence #3) make it clear that (your stance on the subject).

Example: Despite the potential benefits animal testing provides, the associated animal cruelty, high percentage of wasted data, and biological variance make it clear that experimenting on animals for medical purposes is dangerously problematic.

**Emphasizing benefits outweigh drawbacks:**

Although the potential drawbacks of (subject) are initially discouraging, (evidence #1), (evidence #2), and (evidence #3) indicate that (your stance on the subject).

Example: Although the potential drawbacks of animal testing are initially discouraging, the lack of adequate alternatives, the existence of protective laws, and the numerous promising results indicate that experimenting on animals is necessary for medical progress.

*Notice that neither of these templates use the words “must” or “should.” If possible, try to avoid those prescriptive words in your thesis, too, whether you use one of these templates or not.*