

CALL TO ACTION (CTA)

In your persuasive essay, you want to have the reader leave your words thinking about what you said and then act on what you said. You want the reader to **DO SOMETHING** about your persuasive argument. Basically, it is a **Sure-I'm-The-Smartest-Person-In-The-World-And-I-Just-Convinced-You-With-This-Essay-So-Now-I-Want-You-To-Do-This** statement.

Basic Formula:

(talk about the seriousness/importance of your topic) + (ask/tell the reader to react)

CTA starters:

- Given that...
- After ...
- Due to the
- In light of ...
- For these reasons . . .

Examples--

For these reasons, we should make every effort to not prioritize our temptingly fun hobbies and pridefully-based busy schedules, but to simplify our lives to make time for one of the most important aspects of life: sleep. This means turning our electronics off a few hours before bedtime, so that they do not interfere with our circadian rhythm, minimizing wasted time if our schedules are indeed busy, purchasing ear plugs if we are distracted by noise, exercising enough to be tired, not wired, and doing all things possible to achieve those eight precious hours.

Given the extent to which the government wants to have a say in what we do or say, it is time for us to take back our lives. If what we watch, read, listen to, and do in life is controlled by someone else, we will lose the right to make our own decisions. Worse yet, future decisions will be made for us because there already is a precedent. Thus, we must take a stand now, and take control of our lives. We can start by writing letters to our local lawmakers telling them that we wish to decide what is appropriate. We can see out organizations to join. Or we can simply share our ideas with a friend. It does not matter where we start so long as we do.

In light of the fact that dairy has dangerous health risks, it is time for us to do something kind for our bodies and treat ourselves to health. Choosing to use dairy alternatives, such as soy, almond, and rice-based products, is an easy way to enjoy an instant boost in energy and a lowered risk of other health complications, such as thyroid complications and even cancer. Although alternatives may cost more, over time, if more and more people realize the benefits of alternative milk products and begin to purchase them, the cost will gradually be reduced, as the demand will be greater. Therefore, we should make every effort to avoid dairy products and embrace the healthier alternatives.