

# Plastic Persuasion



Aim for a formal,  
polite tone



## Introductions

I wish to state . . .  
I strongly believe . . .  
I am writing to . . .  
Of course, . . .  
In this situation . . .  
I feel . . .  
It is certain . . .  
In the same way . . .

## Making your point

There can be no doubt . . .  
Additionally . . .  
Furthermore . . .  
Undoubtedly, . . .  
Firstly . . .  
Secondly . . .  
Moreover . . .  
Specifically . . .

## Concluding

In conclusion . . .  
Finally . . .  
As you can see . . .  
In other words . . .  
In brief . . .  
In summary . . .  
Overall . . .  
On the whole . . .