First things first:
1. Know your purpose: Opinion pieces seek to inform and persuade. Consider how your argument and the evidence you provide can convince readers of the merits of your position.
2. Focus on the craft: Opinion pieces often use rhetorical strategies such as logos (logic), ethos (ethics), and pathos (emotions), or creative writing techniques such as scenes, metaphor, and/or anecdotes.
3. Be prepared to revise: Strong opinion pieces take time to develop.

Strong opinion pieces:
1. Begin with a hook to pull in the reader
2. Take a strong stance (opinions are not pro/con, but represent one side)
3. Have an argument, and are evidence-based
4. Do not rant; op-eds are well-reasoned
5. Include research, interviews, and even quotes
6. Anticipate and address counterarguments
7. End with a punch by offering solutions or a call to action

Some questions to ask yourself before you begin an opinion piece:
1. What am I an expert on?
2. What do I have an opinion about?
3. What do I care about?
4. What upsets me about the world?
5. What would I like to change?
6. Who can help me think through my opinion and develop an argument?
7. What do I need to know more about before I start writing?
8. Where can I gather evidence to back up my argument?

As you write:
• Test your reasoning: Use your peers as resources to see where flaws in your logic or argument might weaken your opinion piece.
• Maintain a consistent tone: Tone is important for an opinion piece. It helps the reader connect with your work on the appropriate emotional level. Think about what tone is

• Use different types of evidence: Using different types of evidence will help appeal to different audiences. Evidence can be statistical (numbers and data), authoritative (expert perspectives), anecdotal (stories that illustrate a point) or analogical (a comparison to understand a larger point).

For more information on opinion articles and other journalistic writing, consider becoming a member of the Journalism Education Association and gain access to the organization’s complete curriculum.