

SAMPLE PURPOSE STATEMENTS:

Sample 1:

My primary purpose is to inform technical college students how to plan a document before writing a first draft. When students are finished reading, I want them to be able to efficiently plan and write more focused documents that more effectively meet the needs of their specific audience. My secondary purpose is to argue that using these steps will help my readers write higher-quality papers more quickly. I also want to build goodwill.

Sample 2:

My purpose is to argue to patients (and parents of patients) who are experiencing psychological challenges that psychiatric medications are ineffective and dangerous medical treatments. I want them to understand these dangers and ineffectiveness enough so that they choose not to use, administer, or even approve of psychiatric medications. My secondary purposes will be to inform readers about the problems with medications, and possible alternatives that are available. In addition, I will need to build goodwill with my readers, particularly those who are taking or administering medications since they may easily take offense to my message and objectives.