

Persuasive Writing Planning Page

What are you selling?

Who is your target audience?

Which phrases will you use to appeal to your target audience?

Special offer

The best

Cool

Cheaper

Free!

Genuine

Latest fashion

Bargain

Exclusive

Fun

Will your product make your customer.....

Happier

Healthier

Slimmer

More comfortable

More beautiful

More intelligent

More fashionable

The envy of their friends

How will your advert attract their attention and stick in their memory?

use humour

ask questions

appeal to their senses

use alliteration, rhyme or a play on words to create a memorable slogan;

persuade them to imagine themselves using your product

make them feel special.

Which of these will you use in your advert?

a mix of facts and persuasive comment.....

focus on the positive and ignore the negative.....

use exaggerated language, full of adjectives and adverbs to paint an appealing picture.....

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start sentences with the imperative.....

ask a rhetorical question.....

use memorable image or slogan.....

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