

**Writing an advert****Success  
Criteria**

- My advert has a catchy slogan.
- I used a great, opening sentence which grabs the reader's attention.
- My closing sentence includes a strong recommendation and a reason to convince the reader.
- I used bossy verbs, convincing words and effective adjectives in the superlative.
- I included rhetorical questions.
- My advert includes all the important information about the service or product.
- My sentences begin with capital letters.
- My sentences end with the correct punctuation marks.
- I checked for spelling errors.
- My advert is neat and legible.

