

Persuasive Writing

• Advertisements

The Marvellous, Mighty, Monster Truck!

50% OFF FOR A LIMITED TIME!

HURRY!
WHILE
STOCKS
LAST!



VOTED
BEST TOY
OF 2014

- The aim of adverts is to... **SELL!**
- This means it has to make you want to buy this product rather than a different one.
- It has to sound like the **BEST** invention ever!!

Feel Good Words

What do people want
from an eco-friendly
invention?

Money saving

Reduce, Reuse,
Recycle

peaceful

Easy to use

Planet Saving

Special
Offer!!

Once in a
lifetime
purchase

EXCITING

Latest technology

Superlatives!

Simply the best!

The most
luxurious of
equipment!

The best money
saving
contraption!

The biggest
range of colours!

The fastest
cleaning machine!

The quietest
invention!

The lightest
around to carry!

The quickest
generator ever!

The easiest to
operate!

The cheapest
deals!

The kindest to
the environment!

The happiest you
will be!

BOSSY VERBS

(IMPERATIVES)

You MUST....

use to save the planet

do your bit

EXPERIENCE the latest technology

operate without any fuss

Use a catchy slogan:

**REDUCE, REUSE,
RECYCLE!**

Lead the scene and keep it green!

Save the Earth, save
ourselves!

Live life cleaner!

**DO YOUR SHARE FOR
CLEANER AIR!**

Use a slogan that catches the reader's attention!

Make it big, bold and fun to read!

Rhetorical questions????

These are questions that do not need an answer but are used for effect.

Fancy a great way to save the Earth and money?

Want to do your bit for the environment?

Ever experienced such a great machine ?

Why not invest in the latest technology?

PICTURES

Paint a thousand words



Organise your information

BULLET POINTS

- Remarkable voice recognition technology
- It's mind-bogglingly huge wheels allow it to go anywhere
- Incredibly interesting, eco friendly and money saving

Labels

The panel allows light to travel through and navigate the way!



Sub-headings

Functions

To operate you need to press the yellow button.

Use words that:-

STAND OUT

PERSUADE

Describe

A must have!

Show it's the
best!

Inform

BIG AND BOLD