

# Can I write using persuasive language?

**Abdul Kazam and his Magical Circus!!**



- Leaflet
- Poster

- Aim of this poster/letter is to...  
**SELL!**

- This means it has to make you want to go on to the circus!
- It has to sound like the **BEST** place ever!!

# Feel Good Words

What do people want  
from a circus?

**ATTRACTIVE**

friendly

Number One in  
entertainment!

magical

**spectacular**

Calm

Special  
Offer!!

Once in a  
lifetime  
experience

**EXCITING  
adventures!**

Welcoming  
people

# Superlatives!

Simply the best!

The most  
luxurious marquee  
ever!

The tastiest  
food!

The brightest  
costumes!

The fastest  
jugglers!

The most  
performances!

The friendliest  
people!

The prettiest  
decor

The hottest acts!

The cheapest  
deals!

The softest  
chairs!

The best magic!

# BOSSY VERBS

(IMPERATIVES)

You MUST....

**EXPLORE** our beautiful costumes, magnificent acts

**VISIT** the ancient magical tricks come to life

**EXPERIENCE** The amazing Abdul Kazam!

**STROLL** With the best performers in the business!

Use a catchy slogan:

Remember to  
use  
ALLITERATION

**SUPER SPECTACULAR  
SHOW!**

Watch the magic unfold!

Beautiful  
backdrops!

**BE HAPPIEST HERE  
WITH ABDUL KAZAM!**

Magnificent Magic!

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 evenings entertainment?**

**Want to take part in the show?**

**Ever experienced a magic show ?**

**Why not visit the Abdul Kazam magic show?**

# PICTURES

Paint a thousand words





# Organise your information

## BULLET POINTS

- Walking towards the majestic marquee
- In town for 2 nights only!
- Famous acts including; Abul Kazam

*Labels*



## Sub-headings

### Activities

You can take part in the show

Food and Drinks available

Use words that:-

**STAND OUT**

**PERSUADE**

**Describe**

**COOL!**

**Show it's the  
best!**

**Inform**

**BIG AND BOLD**

# The Best Magic show!

Are **you** a fan of enchanted mysteries?

Do **you** like watching and wondering how the magic is done?

Then **you** must come along to Abdul Kazams Mystic show!

This spectacular is going to be the **greatest show ever seen!**

There will be **exciting performers** such as the juggler genius , the confused clown and of course the mighty magician Abdul Kazam!

**You** will get the chance to perform magic with the famous man himself, wear his purple **costume** and feel the magic for yourself! There will be prizes and special gifts for those gifted magicians in the audience!

Do **you** really want to miss out on this **sensational evening?**

If not, make sure you book your tickets by 6:30... or else!

People will be talking about this show for many years to come!

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