

Advert Word bank

Persuasive adjectives

strong	Helpful
heavy	Hilarious
Beautiful	Lively
bright	Lovely
Colourful	Perfect
elegant	Wonderful
magnificent	Great
sparkling	Fast
shiny	Rapid
glamorous	Swift
easy	Fluffy
Modern	Fantastic
Outstanding	Sensational
Powerful	Excellent
Super	Amazing
Amusing	Cuddly
Charming	Remarkable
Comfortable	Safe
Trustworthy	Revolutionary
Tremendous	Popular
New	Worthwhile

Adjectives (continued)

Unbelievable	Extraordinary
Startling	Astonishing
Unmissable	Incredible
Unique	Tantalising
Outrageous	
Phenomenal	

Rhetorical Question starters:

Do you think that...?
Don't you think that...?
Isn't it time to...?
Have you ever thought about...?
Why not...?
Need a...?
Fancy...?
Need to...?
Fed up with...?
Bored by...?
Haven't you always wanted...?
Worried about...?

Bossy verb starters:

Don't...	Consider...
Go on,...	Take a moment
Try a...	to...
Enjoy the...	Find out...
Imagine...	Guaranteed to...
Buy...	

Exaggeration/Promises

You will be...
It will...
You'll never need to...again
Just think how...
Now you can...
For the rest of your life...
You'll always...

Facts:

What can it do?
How easy is to use?
Comfort
Speed/effectiveness