

Persuasive writing

Name/logo

Catchphrase/jingle

Buyer/audience

Adjectives that 'sell' the product

Sketch of product

Other notes to persuade (why product is needed, why it is better than others)

Brief conclusion/repeated jingle

Hey you! Yes you!

Where are you going?

We're all going to **Smith's Sizzling Summer Sale** –

The best prices in the west for BBQ bargains

Coals and lights, tools and equipment, camping and hiking

Prices going up in smoke! Bargains to light up your eyes!

Today, tomorrow and Sunday

Smith's, High Street, Bangertown

So...

Where are you going?

To **Smith's Sizzling Summer Sale** of course!

Free cookbook
with all
purchases
over £50

See you
there!

Neela Mann