

## How does persuasive writing help to sell a product or service?

It helps to aim the advert at a particular type of customer.

It makes it appeal to the reader's personality.

It sends a positive message about the product or service.

Its purpose is to sell to people.

Happier

Better looking

More intelligent

Successful

Healthier

What types of things should an advert make the reader believe that they will be, if they use the product?

Cool

Less stressed

More comfortable

Unique and special

Fashionable

## Appealing Language

Here are a few examples of some terms used in adverts:



## What types of things do adverts promise you?

To solve all your problems.

This product will change your life.

You won't find a better product.

You'll be happy if you buy this product.

All the cool people are buying it - you will be too.

You will miss out in life without it.

## How do adverts catch your attention and stick in your memory?

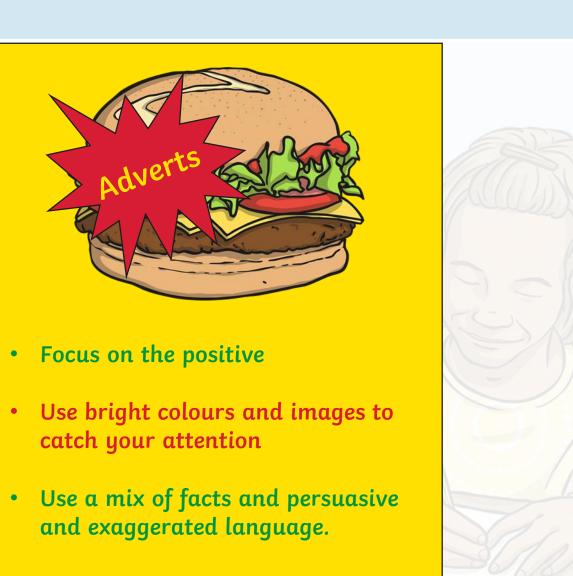
They focus on a sense e.g. taste or yours and cater to it.

They ask questions to hook you in.

They use humour to make you like them.

Use positive comments made by other customers.

They use alliteration, rhyme and word play to come up with catchy slogans.



Use catchy slogans and sayings

