

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

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

It sends a positive message about the product or service.

It makes it appeal to the reader's personality.

Its purpose is to sell to people.



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

Happier

Better looking

More intelligent

Successful

Healthier

Cool

Less stressed

More comfortable

Unique and special

Fashionable

Appealing Language

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

Healthier

Free

Exclusive

New Improved

Number One!

Special Offer

Can you think of more?

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.

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

You'll be happy if you buy this
product.

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.

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

Use positive comments made by other customers.



- Focus on the positive
- Use bright colours and images to catch your attention
- Use a mix of facts and persuasive and exaggerated language.

Use catchy slogans and sayings



Please draw a picture of the butter stick and then write an advert to try and persuade people to buy it. Think about why this product is useful. You can use the prompt to help you but remember to write it in your neatest writing.