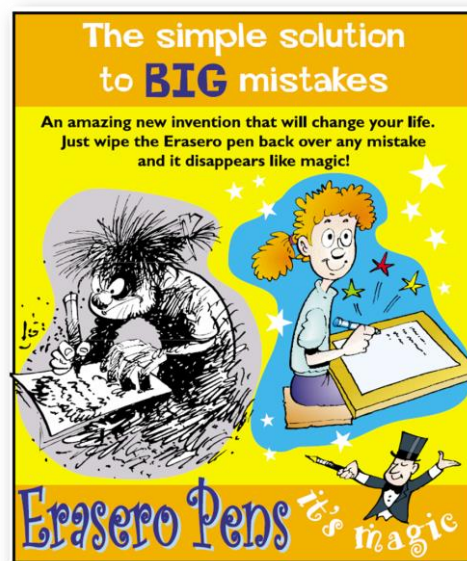
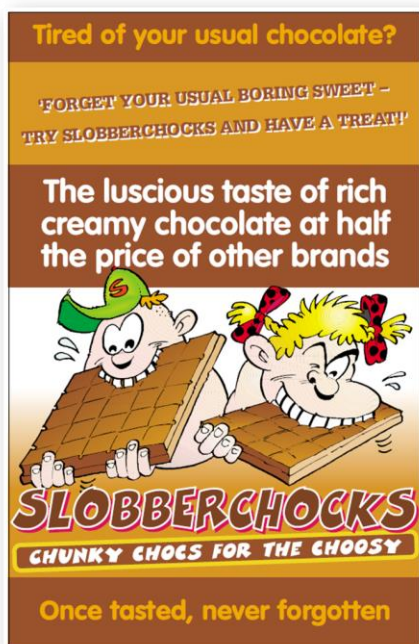


S.C. a persuasive advert.

Steps to success	Peer assessment
I have included a catchy slogan or catch phrase, using alliteration, similes, metaphors or rhyming.	
I have included a hook or a promise. E.g. You won't be able to live without...	
I have used superlatives/ exaggeration. E.g. good=best.	
I have used eye catching memorable pictures.	
I have used a special offer to entice buyers.	
I have used a rhetorical question. E.g. Wouldn't you love to...?	
I have used bossy/ imperative verbs and strong adverbs.	
I have used positive adjectives and feelings, ignoring the negatives.	
I have given important product information.	
I have used bullet points, subheadings, labels and words that stand out.	



Some examples that might help you with your work .