

## Trainer Persuasive Advert Planning sheet

Rhetorical question to introduce product:

Problem/ Establish need for your product

Introduction to product:



3 benefits of product:

Expanded Noun phrases (including hyphenated words)

Adverbs to exaggerate

Persuasive devices (pandering, concession, condescension)

Quote from sporting hero

ultimate	complete	absolutely	certainly	totally
<i>made</i>	designed	crafted	manufactured	prepared
<i>shoe</i>	trainer	product	pumps	sneakers
<i>more</i>	enhanced	increased	greater	additional
<i>gives</i>	provides	offers	presents	produces

## Advert Word bank

### Persuasive adjectives

Adorable	Helpful
attractive	Hilarious
Beautiful	Lively
bright	Lovely
Colourful	Perfect
elegant	Wonderful
magnificent	Great
sparkling	Fast
shiny	Rapid
glamorous	Swift
easy	Fluffy
Modern	Fantastic
Outstanding	Sensational
Powerful	
Super	

### Adjectives (continued)

Unbelievable	Extraordinary
Startling	Astonishing
Unmissable	Incredible
Unique	Tantalising
Outrageous	

### 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...?

### Sentence starters:

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

### Exaggeration/Promises

You will be...

It will...

You'll never need to....again

Just think how...

### Facts:

What can it do?

How easy is to use?

Comfort

