

## Persuasive Writing Activity – Promote a Holiday Resort



## Checklist for Success

Ensure that you include all the following elements in your advertisement and check the tick boxes.

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### Heading and slogan

#### General information and facts:

Where is it? What does it look like?

Why is it unique and special?

What is included in the package... duration and pricing.

#### Draw the reader in (hook):

*Everyone agrees that..., we all know that..., At long last! What you have been waiting for!*

#### Imperative sentences:

In this way the readers feel as if you are speaking directly to them.

*Come and experience it for yourselves and change your life forever!*

#### Activities:

What can you see, what can you do?

#### Emotive Language:

Choose powerful adjectives

#### Superlatives:

Describe things as the *most* ... (to make it sound like the best place ever)

#### Rhetorical Questions:

*Do you ever dream of...? Would you like to...?*

#### Prepositional phrases:

To help answer the key questions of *where, when, how, what, which* and *whose*.

Using prepositional phrases in your writing helps you to sound more convincing.

#### Alliteration:

e.g. *stroll slowly by the sparkling sea*

#### Memorable closing statement

