



GIVE A STRONGER DESCRIPTION OF YOUR PRODUCT



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Follow these 3 steps and make a WOW presentation !

1. Use general _____ adjectives.
 2. Add more _____ adjectives.
 3. Add _____ adjectives.
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1. **Turn a good description into a great one:** instead of « good », use F _____,
I _____, E _____ or S _____.

Those adjectives will make a _____ impact.

What sentence is better than « This is our new product »?

❑ « This is our _____ new product. »

It makes the sentence sound more _____.

2. **Further describe the product and the message** you want to give with more « **WOW** » adjectives:

The A100 laptop, our ~~incredible~~ new product, is fast-_____ and it has ~~a nice~~ an _____ design.

They add more _____ to the description.

For example, the description of the H phone will be more _____ if you replace « cool » with « _____ » (= well-designed) and « cheap » with « _____ ».

3. **Use superlatives:**

This is _____ (advanced) product on the market.

This is _____ (efficient) product on the market.

It's _____ (late) product.

It's _____ (strong) product we have.

Lesson + quiz on Superlatives if necessary....

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