Write to persuade: Advert

Purpose: To persuade the reader to buy something

Key features

The Marvellous, Mighty, Monster Truck!

HURRY!
WHILE
STOCKS

VOTED
BEST TOY
OF 2022

Structural:

-Catchy title
-Colourful pictures of the product
-Key words in large text
-Small print at the bottom in small writing

Language:

-Rhetorical questions: Are you fed up with your toys breaking?
-Positive language to describe the product: marvellous, mighty monster truck
-Hyperbole: breath-taking
-Language to show how it will enhance your life: guaranteed to keep you entertained for hours

Writer's toolbox

Children, are you fed up with your toys breaking?
Are you looking for a fantastic, unbreakable monster truck?

Well look no further, help is here with the indestructible **Marvellous, Mighty, Monster Truck**

The Mighty Monster truck is like no other truck that has ever been seen before! It has an all-new exceptional and electrifying design!

The Mighty Monster truck has many breakthrough and breath-taking features including:

It's mind-bogglingly huge wheels
Remarkably responsive, smooth suspension
An everlasting body kit made out of robust rubber
Remarkable voice recognition technology
An entertaining sound system guaranteed to keep you entertained for hours

Let the Marvellous, Mighty, Monster Truck join your toy box today.

Rhetorical questions:

Use rhetorical questions to speak directly to the reader and draw them in:

Are you looking for a fantastic, unbreakable monster truck?

Alan Peat:

many questions sentence

Example: Where is the treasure? the diamonds? the gold? the rubies?

Punctuation:

Remember to use commas in lists

Remember to use question marks and exclamation marks

Vocabulary:

Fantastic   Exceptional
Electrifying   Breath-taking
Features   Remarkable

Miss it! Miss out!

The Mighty Monster Truck can be purchased from Toy world Ltd for the small price of just £199.99 from 2014. Prices may vary according to the detail wanted. See in-store for details. Why not come and try the Mighty Monster Truck for yourself at one of the stores? Book today, call 08867, 156345!
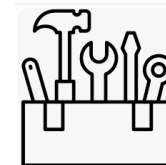
Recommended reads

THE STORY OF
SNOW
The Science of
Winter's Wonder
By Mark Cassino with Jon Nelson, Ph.D.

ANTARCTICA
A Continent of Wonder