

## PERSUASIVE WRITING

Persuasive writing is used in advertisement, posters, leaflets and sometimes letters.

Persuasive writing might:

- try to get the reader to buy something
- try to make the reader do something
- appeal to the reader for help

Being persuasive

- Give clear facts
- Choose persuasive words and phrases
- Think about what your reader will want to hear
- Use superlatives - fastest, biggest, most exciting.

Your reader is more likely to do what you want if you give reasons to support your argument.

Whizzo Shakes

make the tastiest  
milkshakes, packed  
with delicious  
fruit chunks.

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