



Writing a persuasive text

You write persuasive text when you **really want someone to do something**.

Read through the factsheet **Writing persuasive text** and then have a go at writing your own persuasive text.

Your boss has asked you to write an advert for a local tourist attraction. You can use the questions below to help you plan your writing.

What are you trying to make people do? (For example, visit the attraction.)

What's the audience for the advert? (For example, children and parents.)

What title are you going to use?

Do you want to put the title in capital letters, a bold font or make it larger?

How are you going to persuade people to visit? (For example, a good price, lots of activities, something for all the family.)

How will you make it look interesting? Pictures, use of colour?



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Are you going to use exclamation marks to get the reader's attention?