

Advertising Tip Sheet

Tick the tips or ideas you've used. Describe how you used them.

TICK	TIPS OR IDEAS	HOW I USED THIS IDEA ...
	Ask questions.	
	Use humour.	
	Appeal to the readers' senses (sight, hearing, touch, taste, smell).	
	Use alliteration, rhyme, a play on words or jingle.	
	Exaggerate how great it is.	
	Tempt the reader with an enticing description.	
	Help the reader to imagine having or using the product or service.	
	Highlight the benefits or positive qualities.	
	Think of a catchy or unforgettable slogan.	
	Include a testimonial/endorsement (quote an important person or expert saying positive things).	
	State research findings.	
	Offer a special (price or quantity).	
	Run a competition.	



Support today. Success tomorrow.

PLANNERS & ORGANISERS FOR WRITING