

Friday 01.05.20

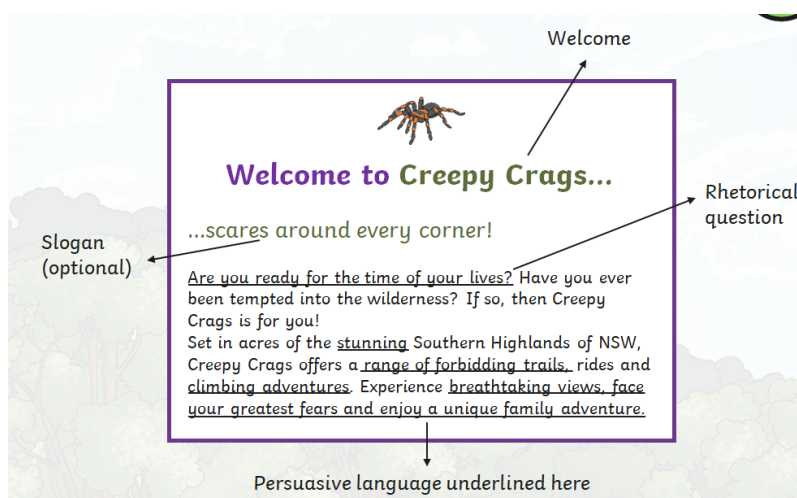
WALT: Write the introduction for my leaflet

Now that you have planned your leaflet it is time to start writing it up. We will start with the opening paragraph. Before you start, think carefully about the layout you want to use. Consider:

- Font styles for titles and subheadings
- Introduction
- What images / drawings will you use
- what colours stand out against each other – can the reader see the information clearly

If you have it and want to write it up using your laptop, you may want to try using a template from Microsoft publisher – these are ready made in the style of a leaflet (click on ‘brochure’). I have attached an example on the website but there are many others you could choose from.

In your opening paragraph consider the persuasive features used below:



Welcome your reader.

- Ask your reader some rhetorical questions.

Have you ever...

Are you...

- Use persuasive language – positive adjectives

Stunning / fabulous / beautiful / amazing / incredible / exciting / scary / experience of your lifetime
(exaggeration)

- What is unique about your attraction? ***Famous for its ... , this....will amaze and delight***
- Where can people find it? ***Situated in the beautiful woodlands of Devon,***
- Use ***'Read on to...'*** as an end for your paragraph

Use **persuasive language** to sell your visitor attraction. Here are some examples:

certainly, surely, in fact, as you can see, without a doubt, undoubtedly, we are sure that, it is certain, of course, furthermore, in addition, for these reasons...