



Tuesday 25<sup>th</sup> and Wednesday 26<sup>th</sup>  
January, 2022

To be able to plan a persuasive advert.



When I arrived, Mrs Booth handed me  
this letter...

We need to read it together now.



So what do we need to do?

Talk to your partner and tell them what  
Mrs Booth needs us to do...



We need to create two persuasive adverts to persuade new children to come to our school.

One of them needs to be a written advert and the other needs to be a video advert.



We are going to focus on the written  
advert first, so we need to get planning  
it!



The first thing we need to think of is the  
PAT.

Purpose – To persuade

Audience – New children

Type – Persuasive advert



Have a look at your plan, what is the first part of our persuasive letter?



## The Introduction.

This is the first part of the advert that people will read. We need to catch their attention straight away.

Lets think about how we can do that now.



## Point 1

What could be the first reason that children should join our school?

We need to make the point and then explain it.



## Point 2

What is the second reason that children should join our school?

We need to make the point and then explain it.



## Point 3

What is the third reason that children should join our school?

We need to make the point and then explain it.



## Conclusion

Now we need to conclude the advert. This is the last part of the advert so we need to remind them of the best reason to join our school so that they keep thinking about it.