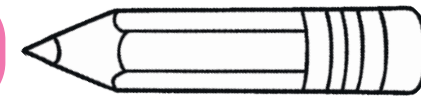


# Persuasive Leaflets



## Does your persuasive leaflet include...

|  |  |
|--|--|
| a title that tells the reader the topic?       |  |
| an introduction that shows your point of view? |  |
| strong arguments?                              |  |
| short sentences in the present tense?          |  |
| facts?   |  |
| images to support your arguments?              |  |
| exaggeration?                                  |  |
| emotive language?                              |  |
| persuasive devices?                            |  |
| rhetorical questions?                          |  |
| a conclusion to sum up your main arguments?    |  |

## Remember!

Think about your audience.

Make your opinions clear.

Use a strong written voice.

Give reasons.

Use persuasive devices.

## Word Bank

as a result of    surely    resulting in    furthermore  
despite    because    thanks to    since  
moreover    for instance    considering    therefore

## Sentence Starters

It can also be said that...

It is imperative that...

Without a doubt...

It is important to remember...

Anyone can see that...

For these reasons...

Firstly/Secondly/Thirdly...

I strongly believe that...

Now is the time to...

Research suggests...

## Persuasive Devices

- strong arguments
- **facts**
- repetition
- **rule of three**
- rhetorical questions
- **powerful exclamations**
- emotive language
- **exaggeration**
- alliteration

## Rhetorical Questions

Can you imagine...?

Is it right that...?

Have you ever  
considered...?

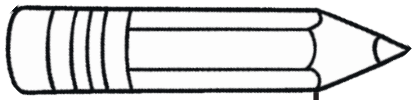
Did you know...?

Is it really worth...?

Why should...?

## Rule of Three:

Using three of something can help give your writing more power and impact. Try using three adjectives to describe something or listing three arguments in your persuasive leaflet.



## Key Features

rhetorical questions

alliteration

emotive language

exclamations

exaggeration

repetition

sentence starters

facts

# Walk on a Wednesday!

Do you want to protect the health of your family? Well, there's an easy way to make a small change that will help!



**Walk on a Wednesday!** Our school is encouraging everyone to walk to school, once a week on a Wednesday. This is a great way to get some fresh air, exercise and protect our environment.

At our school, we are trying to do our bit for the environment.

It is vital that we look after our planet but moreover, it can help us keep the air around our school clean. The fewer cars in our local area, the better!

Now is the time that we as a school community can act to help improve the lives and health of everyone. We strongly believe that making this small change will have immense benefits for the children of our school and their families.

Remember, if you live further away, you could park your car a little way from school and walk the final section of your journey. If you prefer, you could cycle, scoot or jog! The main thing is being outside, getting some exercise and not using a car.

**Is walking to school once a week really too much to ask?**

Research shows that air pollution around schools can damage children's health.

You and your family could be in serious danger if we don't start to look after our health and protect the planet. We walk on Wednesdays! That is our new motto!



Every family, every week, every Wednesday! Everybody counts and everybody can make a difference. Join us in our Walk on Wednesdays campaign and let's improve our health and the environment together!