



Activity 8: Planning Now we are going to organise our ideas into a box-up planner to help structure your writing. You can just write your ideas in bullet points or try to draft your writing in sentences. The more you get on your plan, the easier your writing will be!

Underlying structure of and advert/persuasion	Jot down notes on your ideas for your gadget
Punchy/catchy title	
Opening hook – to make reader feel must have this item	
List main features in a persuasive manner	
Extra features or bonuses	
Key reason for purchasing gadget	
Supporting quotation from a well-known person/expert	
Free offers plus necessary information (website, phone number, price)	