

# Holes

## Persuasive Writing

**Learning Objective:**

**To create a persuasive brochure.**

# Today you will be creating your brochures for Camp Green Lake.

What is the main purpose for your brochure?



What effect do you want to have on the reader?

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# We need to persuade people to come to Camp Green Lake.

This might be tricky as Camp Green Lake is not a very nice place.

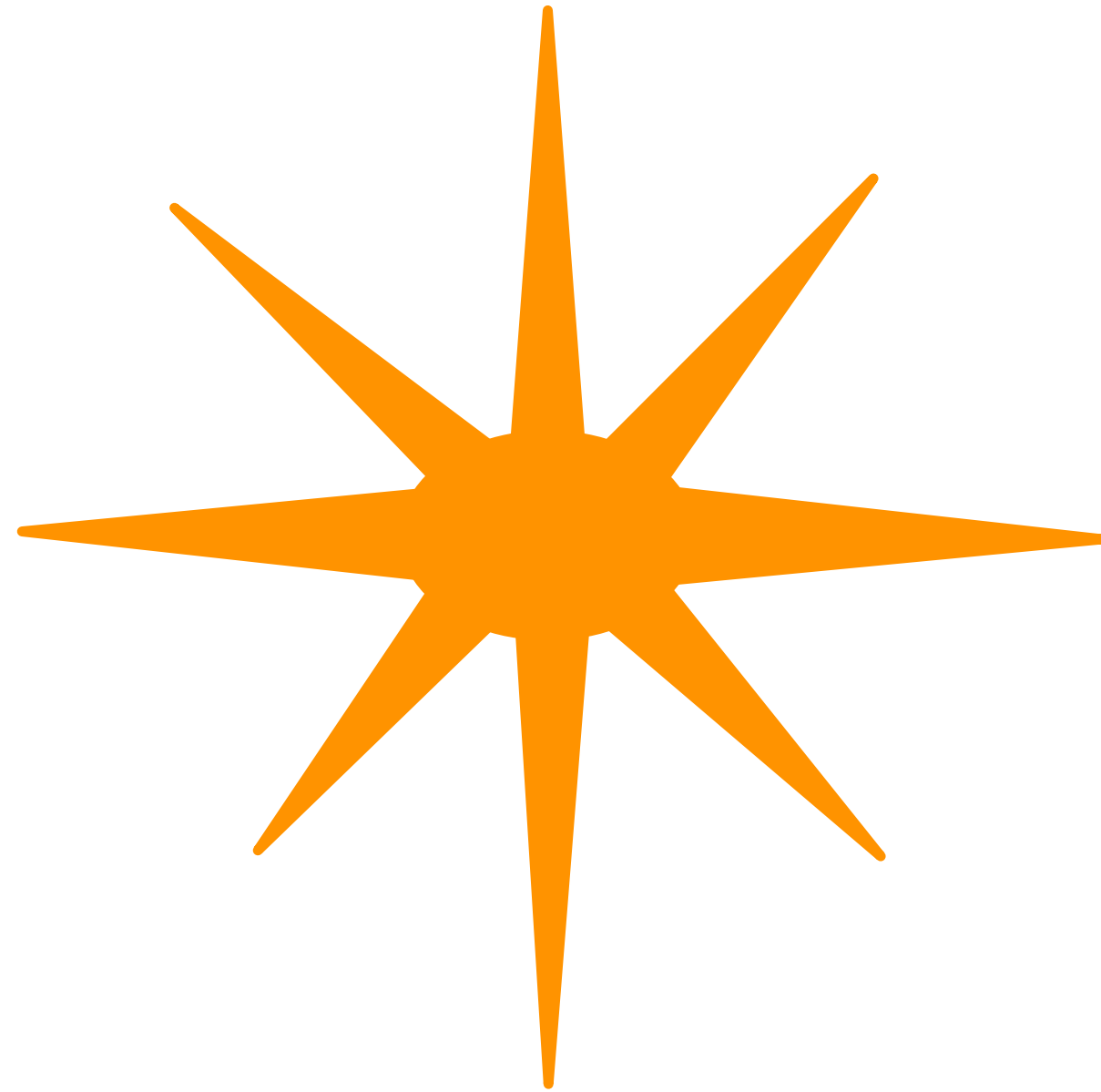


How can we achieve a persuasive effect in our writing? What persuasive techniques and language can we use?

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# Persuasive techniques



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# Persuasive techniques

Did you think of these techniques?

Can you give an example of each of these?

**Emotive language**

**Direct address**

**Power of three**

**Strong language**

**Repetition**

**Exaggeration**

**Rhetorical questions**



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# Persuasive techniques

Think about the examples you've suggested.

Are any of them not appropriate for today's piece of writing?

**Emotive language**

**Direct address**

**Power of three**

**Strong language**

**Repetition**

**Exaggeration**

**Rhetorical questions**



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# Let's write!

Time to create your persuasive brochure. Use the model text to help inspire you if needed.



### OUR STAFF



Dedicated to making every single day better than the last, our camp counsellors care deeply about making sure every child at Forest Lake Camp is happy, learning and enjoying themselves.

### ACTIVITIES



Water sports



Adventure activities



Outdoor sports



Nature walks



Swimming



Arts & Crafts



Campfire activities



...And much more!

### OUR CAMPERS SAID...



I had the best time! I learnt how to swim and was so proud of myself! Susan - 9

I made so many new friends. My favourite part was singing around the campfire Harry - 13

The counsellors were all so friendly. I wish I could go back! Arthur - 10

### PRICES

We offer two amazing options to make sure everyone is included. You have the choice to join us for the fantastic daytime activities and sleep at home, or you could extend your experience to camping out and roasting marshmallows with all your new friends in our group cabins. Prices are displayed per child. Call now to find out more about multiple children discounts!

1 week (daytime only)	£350
1 week (overnight stay)	£489
2 weeks (daytime only)	£690
2 weeks (overnight stay)	£900

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# Brochure Word Bank

outstanding

dazzling

out-of-this-world

beautiful

trustworthy

sensational

safe

friendly

extraordinary

unique caring

remarkable

undoubtedly

Why not...?

Worried about...? Take a moment...

Need a...?

Fed up with...?

Wouldn't you rather...?

Ready for...?

Dont miss...

Guaranteed...

Imagine...

Try...

Join us!