



A Persuasive Leaflet – Success Criteria

My Ladder	Persuasive Technique	Peer's Ladder	Teacher's Ladder
	Attractive eye-catching design		
	Imperative (Bossy) verbs		
	Headings and sub-headings		
	Clear and concise paragraphs		
	Present tense		
	Persuasive slogans		
	Rhetorical questions		



	Photos, drawings, diagrams or maps		
	Useful information, e.g. How to get there...		