

Persuasive Brochure Writing Checklist

Name:.....Date:.....

Feature	Examples	Tick
Beautiful images	A beach, mountains or beautiful buildings.	
Exciting / emotive	<i>The beaches will leave you breathless.</i>	
Flattering descriptions	<i>The clear water reflects the mountains like a mirror.</i>	
Present tense	<i>The winding streets lead to a beautiful church.</i>	
Personal pronouns	'We', 'us' and 'you'	
Repetition	<i>The weather here is hot, hot, hot!</i>	
Clear presentation	Headings, sub-headings, paragraphs, maps and photographs.	