

### Success Criteria for writing a persuasive text

Rhetorical Questions	Why now visit us soon?	
Adverbs of Certainty	Obviously, Without a doubt, undeniably, Surely, Definitely, Certainly	
Personal Pronouns	We, you, us, your family, your children...	
Exaggeration	Going completely over the top!	
Repetition	Within sentences and across the text for great cohesion	
Emotive words	To encourage strong feelings...	
Directive language	Giving your readers instructions: Visit, bring, join, allow us to...	
Precise vocabulary	To make your message very specific and clear	
Colloquial expressions or idioms	The best of both worlds, You can say that again, Doesn't cost an arm and a leg, Every cloud has a silver lining	
Punctuation for parenthesis	<p>The Clean-o-Matic 3000, the world's first housemaid robot, is the answer to all your cleaning needs!</p> <p>Try Twinkl Pops today (just add milk)!</p> <p>Tasteroids - available in five yummy flavours - are a delicious, healthy snack!</p>	
Modal verbs	<p style="text-align: center;">will would should could may can shall must might</p>	
Active and Passive sentences	<p>The girl was bathing the dog</p> <p>The dog was being bathed by the girl.</p>	
Formal and Informal Language	To get a mix of tone in your writing	