

<p>Title - a clear title, perhaps with an idiom or a catchy slogan.</p>	
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<p>Opening - what are the three main selling points?</p> <p>These will be repeated throughout the text to ensure the reader remembers them</p>	<p>How will you cleverly set up a cohesive link to the conclusion?</p>		
	<p>Point 1</p>	<p>Point 2</p>	<p>Point 3</p>

<p>Point 1</p> <p>How has Point 1 been expanded? What extra information and words/phrases have been used?</p>	<p>Expand Point 1</p>	<p>Expand Point 1</p>	<p>Expand Point 1</p>
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<p>Point 2</p> <p>How has Point 2 been expanded? What extra information and words/phrases have been used?</p>	<p>Expand Point 2</p>	<p>Expand Point 2</p>	<p>Expand Point 2</p>
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<p>Point 3</p> <p>How has Point 3 been expanded? What extra information and words/phrases have been used?</p>	<p>Expand Point 3</p>	<p>Expand Point 3</p>	<p>Expand Point 3</p>
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<p>Conclusion</p> <p>Have three points been repeated to make sure they are remembered?</p> <p>What extra information that is new has been added to stick in the readers mind?</p> <p>How has a cohesive link back to the opening been created?</p>	<p>Repeat key points:</p>		
	<p>Some new information:</p>		

	Cohesive link:
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