Features of a persuasive leaflet!

**A catchy phrase or slogan:**

‘Saving you money every day.’

‘Every little helps!’

‘Try something new every day.’

**Give-aways and offers:**

Free offers such as:

Buy one, get one free;

Buy one, get the second for 1p;

Buy 2/3/4 and get a free...

**The Imperative**

‘You must buy this...’

‘Don’t miss this great offer...’

Don’t delay, buy today!’

**Key information:**

Where to get it;

How to get it;

Who can get it;

Contact telephone numbers;

Address.

**Presentation:**

Interesting texts

**Bold** and CAPITAL LETTERS

Bright colours

Unusual shapes / illustrations

**Superlatives**

Biggest, brightest, tastiest, creamiest, freshest, quickest etc.