

Presenting Persuasively



Write a commercial for your product, using the benefits you outlined in Lesson 1 and the word list you created in Lesson 2. Include:

- stimulating visual imagery
- strong verbal cues
- bold color

You may videotape it, act it out live, create a PowerPoint® presentation, or draw scenes on the board. Present your commercial to the class.

Now that you have outlined your ideas about your product, made a list of persuasive words, and created a plan on how to present the product, you are ready to share your product with the public. Be sure to keep your intended audience in mind while writing the commercial. Answering the questions below will help give you a clearer picture of your audience.

1. **What is the main message you want your audience to know about the product?**

2. **What tone will you use: Funny? Serious? Informative?**

3. **What message(s) will you use to catch the audience's attention?**

4. **What visuals will you use to communicate your message?**

