



Teacher Resource
R.A.F.T.S. for Write-On Page 2

**R.A.F.T.S. PROMPT**

You are Shasta, the owner of Shoe-perb Shoe Shop. You just got a new pair of shoes in, and they are the best! You need to write an ad that showcases these shoes, because everyone is surely going to want a pair. Be sure to describe what makes them so awesome—how they feel, look, smell (well, only as new, unworn shoes), and what they can do for you and your feet. Include a picture, too. You want your ad to convince people from all over town to come in and try these fabulous new shoes, only available at Shoe-perb Shoe Shop!

Role: Shasta, a shoe-store owner

Audience: Potential customers

Format: Ad

Topic: Best shoes ever

Strong Verb: *describe*