

# Persuasive Brochure Checklist

Feature	Examples	Tick
Beautiful images	A beach, mountains or beautiful buildings.	
Exciting/emotive	<i>Come and see the stunning moorland, it will leave you breathless.</i>	
Flattering descriptions	<i>The crystal clear water reflects the mountains like a mirror.</i>	
Present tense	<i>The winding streets lead to an 18<sup>th</sup> century church.</i>	
Directive language	<i>Come and experience the famous autumn colours first-hand.</i>	
Rhetorical questions	<i>There are amazing views from the top of the mountain, can you face the challenge of getting to the top?</i>	
Personal pronouns	'We', 'us' and 'you'.	
Informal language	<i>If you like parties, this is the place for you.</i>	
Repetition	<i>The weather here is hot, hot, hot!</i>	
Clear presentation	Headings, sub-headings, paragraphs, maps and photographs.	