

Name _____

Advertisement Planning Sheet (Persuasive Writing)

1. Name of product or business: _____
2. What need does it fill? _____

3. Who is your target audience? _____
4. If it is a product, how much does it cost? _____
5. How and where can a person get it? _____

6. What will you use to grab the reader's attention? _____

7. What persuasive phrases will you use? _____



Advertisement explaining to consumers the reason for the change in Eskimo Pie packaging, ca. early 1940's.
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