

Persuasive Brochure Checklist

Feature	Examples	Tick
• beautiful images/photos	A beach, some mountains or beautiful buildings.	
• exciting/emotive language	Come and see the stunning moorland - it will leave you breathless!	
• flattering descriptions/imagery	The crystal-clear water reflects the mountains like a mirror.	
• present tense	The winding streets lead to an 18 th century church.	
• rhetorical questions	There are amazing views from the top of the mountain; can you face the challenge of getting to the top?	
• personal pronouns (direct them at the reader)	Use of 'we', 'us' and 'you'.	
• informal language	If you like parties, this it the place for you!	
• repetition/catchy slogan	The weather here is hot, hot, hot.	
• clear presentation	Use of headings, sub-headings, paragraphs, maps and photographs.	