

### Evaluating the impact of my persuasive leaflet

Have I hooked the reader with my title and opening sentence?	
Does my introduction describe the place impressively and sum up some of the key attractions in a general way?	
Do I have a series of themed paragraphs which contain both facts and descriptive language?	
Does my conclusion provide a summary of the attractions, delivered with impact?	
Have I included a range of persuasive devices such as rhetorical questions, alliteration and superlatives?	
Have I used expanded noun phrases and figurative language to add detail and precision to description?	
Have I shown a shift in formality by changing grammar and vocabulary?	
Have I varied sentence lengths, with short sentences to create impact and longer sentences to add detail and precision for the reader?	
Have I used a range of punctuation to clarify meaning and avoid ambiguity (confusion)?	
Have I used a range of verb forms e.g. the passive voice, subjunctive etc?	
Have I included presentational and organisational features such as sub-headings, illustrations and call outs?	
Does my leaflet persuade someone to visit the attraction?	