

Basic structure	Example of a persuasive advert: Flexi Torch	Ideas for a new persuasive advert:
Introduction with rhetorical question(s). Hook the reader in using 'you'. Pronoun with name of product.	Struggling to see in the dark? Need both hands free? Can't reach down the back? You need new Flexi Torch from JML.	
First benefit with reasons and examples.	Three LED lights – illuminates the darkest areas.	
Second benefit with reasons and examples.	Rotating head – 360 degrees – ideal for working in tight and hard to reach spaces.	
Third benefit with reasons and examples.	Magnetic head and base – holds 1kg in weight and great for reaching high shelves.	
Summary with snappy slogan / jingle / closing statement. How to buy.	Extendable, bendable and versatile. The LED torch you can use anywhere! Try it now.	

