**A Persuasive Leaflet – Success Criteria**

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| **My Ladder** | **Persuasive Technique** | **Peer’s Ladder** | **Teacher’s Ladder** |
|  | Attractive eye-catching design |  |  |
|  | Imperative (Bossy) verbs |  |  |
|  | Headings and sub-headings |  |  |
|  | Clear and concise paragraphs |  |  |
|  | Present tense |  |  |
|  | Persuasive slogans |  |  |
|  | Rhetorical questions |  |  |
|  | Photos, drawings, diagrams or maps |  |  |
|  | Useful information, e.g. How to get there… |  |  |