



Persuasive Language for an Advert

The purpose of a persuasive advert is to get the reader to want to buy your product or experience your service. You could decide to write in a humorous way, provide a testimonial, provide factual information or a narrative description. Once you've picked your style, stick to it.

- 1) Use short and snappy structures
 - a) Use bullet points or subheadings
 - b) Keep it short (within the word limit)
 - c) Write a catchy title that doesn't add unnecessary words (pronouns, verbs)
 - d) Use figurative language, such as alliteration, metaphors, onomatopoeia and similes
 - e) Summarise your argument conclusively at the end

To sum up

In conclusion

To conclude

In summary

In my opinion

It is my view that

I truly believe that

- 2) Trigger an emotional attachment
 - a) Use lots of personable adjectives
 - b) Use the rule of 3 or alliteration
 - c) Provide relevant examples that target your audience

Do you want to be a part of ...?

Do you want to make history?

What do you have to lose?

d) Use anecdotes, life examples and quotes

Check out our testimonials

Chat with ...

Hear what ... had to say about ...

3) Explain the benefits

a) Explain the problem and the solution

Ever wish you could ...

Are you tired of ...

We get it

This needs to be dealt with

This can be solved by

Experience a world of ...

You deserve ...

Discover what it's like to ...

The benefits / advantages / pros are ...

b) Explain the end result

This will cause ...

If these plans go ahead

4) Keep the reader involved

a) Ask questions

Have you ever wondered ...?

Did you know ...?

How would you feel if ...?

What would it be like to ...?

Just think for a moment

Are you one of those people who ...?

What would life be like if ... ?

b) Use the “you” form

c) Add a call to action

Guaranteed or your money back

No obligation

Full refund

Try it first

No purchase necessary

Cancel at any time

Book a demo

d) Use imperative forms

Sign up today

Join now

Enrol before the end of the day

e) Use sales language

See for yourself

No hidden fees

Act now before time runs out

Last chance

Save your spot

For a limited time only

Offer ends soon

Limited-time offer