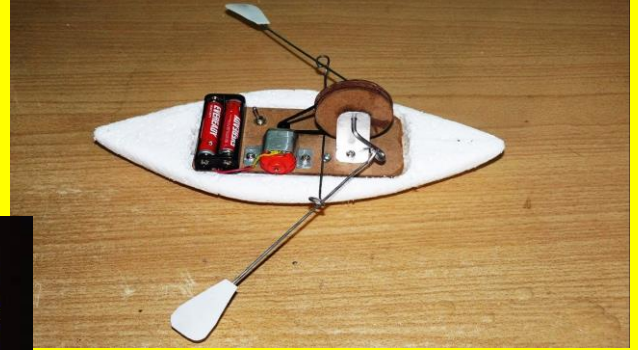


Selling your product!



So you've made an amazing product...

Now what?

You sell it!

This week, you will work on selling your product and tell us why your product is the best!

There are different ways you can present your product to us:

- You can video yourself giving a presentation
- You can write out a short speech
- You can create a PowerPoint telling us all about your wonderful product

But first, let's take a look at...

Persuasion

Persuasion means to grab someone's attention to do something. You want to persuade or convince them to buy what you're selling.

A written persuasive text is intended to persuade the reader to think in a particular way or in this case, you want to persuade them to buy your product.

Have a look at the video on the next page to help you come up with a speech using AFOREST.

You can also use this technique to write a speech for your video (if that's what you decide to do).

Rhetorical Questions



- * Questions that don't need an answer but are made to make the reader think.
- * Do you want to destroy the planet with your car fumes?
- * Effect: used correctly, they make the reader think in the way you want them to.

ALLITERATION

This is when you use the same sound at the beginning of two or more words in a sentence.

FACTS & FIGURES

This is when you use facts that can be proven and numbers and statistics that support your ideas.

OPINIONS

This is when you use your own ideas and thoughts to make someone agree with you. You show your point of view.

RHETORICAL QUESTION

This is when you ask a question that does NOT need an answer. It just makes the audience think.

EMOTIVE LANGUAGE

This is when you use words that will make someone feel something. They are words to connect people's emotions.

SUPERLATIVES

This is when you give the best or worst quality of something. Exaggeration is making something more important than it is.

THREES

This is when you list three ideas in a row to make the reader listen to your point.

Here is a simple example using AFOREST:

Are you wondering why no one will come to your boring parties? Or are you panicking because you have no fun toys? Maybe you're upset by all the miserable-looking children?

This is why you need the Brilliant Bouncy Boogie Ball! The best ball out there to liven up your party! The Brilliant Bouncy Boogie Ball is the most fun, colourful and entertaining way of making sure everyone stays happy at your party.

The ball comes with a brilliant range of multicoloured lights, which will display the colours of the rainbow and more! When you switch it on, you will amaze your friends with the explosion of colour across the whole room. Not only that, but by switching on Ballistic Bounce Mode and strapping up, you will literally bounce up all the way to the sky! Whoever said balls are boring? When asked, 95% of children said that the Brilliant Bouncy Boogie Ball was the best thing since sliced bread!

So what are you waiting for? Get your Brilliant Bouncy Boogie Ball now!

Here are also some video examples of how to sell your product:



<https://www.youtube.com/watch?v=i7jX9SR0bfw>



<https://www.youtube.com/watch?v=H0kbMpQ5Qc4&t=268s>

What you should include:

- A catchy name for your product and who is it for?
- What is your product made of/what components were used? What kind of circuit did you use?
- What is it used for?
- Why do people need YOUR product and nobody else's?
- What makes your product the best? What is good about it?
- Pictures of your designs and plans.
- Make it engaging! You want to hold your audience's attention.

Try to be as creative as possible and most of all...have fun!

Remember to upload your work onto Google Classroom or
you can send videos to your key stage email address -

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