

My Sales Pitch

This is a Persuasive Writing Task

Write and perform a 3 minute sales pitch to try to encourage the **Black Country Living Museum** to purchase your toy for sale in their shop.



Information you must include in your pitch:

- Name of your Toy
- Age group it is aimed at
- Links to the heritage of the Museum
- Any special features
- Your reasons why the Museum should buy it

Remember to include:

Title



Introduction

What is your opinion?



Paragraphs

Each paragraph should start with a point that you will then explain in more detail. Use connecting words or phrases to start your paragraphs



Conclusion

Sum up what you have written and try to finish with an interesting fact

Remember you will need to include all these features of persuasive writing:

- Alliteration
- Word Play
- Facts
- Opinions
- Rhetorical questions
- Emotive Language – be personal to your audience/think about what they like or want
- Superlatives – describe things as the most or least
- Consistent Voice – i.e. first person
- Topic Words

And remember to put lots of expression in your voice when you perform



