

Duster Slippers for Cats!

Teacher's
Notes

The task for the children is to write and illustrate an advert that will persuade people to buy 'Duster Slippers' for their cats. The children will need to exaggerate any positive features they can think of for this invention.

Encourage the children to use the persuasive strategies listed on the sheet. Using them will make their advert more effective.

For example, use questions such as:

- Is dust a problem in your house?
- Could you do with more help with the housework?
- Is it about time that your pet started to pull its weight?

Or use instructions or promise and exaggerations such as:

- You need Duster Slippers for Cats!
- Try Duster Slippers for Cats today! (instruction)
- This amazing new product will put an end to all your dusting worries!
- See what a difference they make – satisfaction guaranteed (Promise)

You could give customers a warning/important advice, with:

- Don't miss out on the opportunity of a lifetime (advice/warning)

And finally, use expert opinion to endorse the product:

- 'I bought *Duster Slippers for Cats* for our cats Tiddles and Diddles, and Victoria hasn't lifted a duster since.' (David Beckham – International footballer).

Duster Slippers for Cats!

Is this a useless invention?

Do you think that these slippers would help with the housework?

Can you work out why they are such a useless invention?

Your task is to write and illustrate an advert that will persuade people to buy 'Duster Slippers' for their cats.

Try using the following strategies to make your advert more persuasive:

Exaggerate:

'This new product will change your life.'

Promise:

'I give my word that ...'

'Guaranteed to ...'

Instruct:

'Buy a set today!'

Question:

'Do you want a filthy, dusty house?'

Invitation:

'Try using Duster Slippers on your moggy.'

Advice/Warning:

'Without Duster Slippers your house will be covered in dust!'

Expert Opinion:

'9 out of 10 vets recommend this product.'

