|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Introduction | Paragraph/Section One | Paragraph/Section Two | Paragraph/Section Three | Paragraph/Section Four | Conclusion |
|  | Hook in the reader  Where should you go?    Why should you go there?  General detail on the highlights. | What is the theme of the paragraph? List reasons linked to this theme.  How will you introduce the paragraph?  How will the paragraph end or link to the next one? | What is the theme of the paragraph? List reasons linked to this theme.  How will you introduce the paragraph?  How will the paragraph end or link to the next one? | What is the theme of the paragraph? List reasons linked to this theme.  How will you introduce the paragraph?  How will the paragraph end or link to the next one? | What is the theme of the paragraph? List reasons linked to this theme.  How will you introduce the paragraph?  How will the paragraph end or link to the next one? | How will you summarise the attraction?  How will you deliver impact at the end?  What information will you include on the last page/panel? |
| Model Text | Rhetorical question to the reader.  Begin with a metaphor for impact:  ‘Iceland is a force of nature’ |  |  |  |  |  |
| My own text | Do you love living on the edge? Well, look no further ….  ‘Adrenalin’ is a heart-stopping experience!  Incredible rides, largest roller coaster in world. Not for the faint hearted. |  |  |  |  |  |

**Persuasive Leaflet – Establishing Structure**