

Revision Checklist: Advertisement

Criteria	Always	Some	Rarely	Ideas for revision
1. Is the product suitable for the target audience?				
2. Does the heading clearly identify the product/service?				
3. Is the slogan catchy/ memorable/ imperative?				
4. Have I engaged the reader by using a rhetorical question?				
5. Have I used short sentences?				
6. Have I used simple language?				
7. Have I used emotive/powerful language?				
8. Have I used effective text boxes to highlight important information?				
9. Do I give some facts about the product/service?				
10. Have I used action verbs?				
11. Have I used thinking verbs?				
12. Have I used present tense?				
13. Is the layout of the advertisement effective? Text boxes/dot points/ pictures/borders				
14. Have I used an endorsement?				
15. Does my writing persuade the reader?				
16. Have I edited my spelling and punctuation?				