



Lazy Adverts!



If you want your writing to be persuasive, you need to choose your words carefully. Sometimes the easy, just-to-please words that are not very powerful just because they're the first words we think of (see even here or left hand).

The people who wrote the adverts below were very lazy too. One word in every sentence has been crossed out because it is simple and not very persuasive at all.

For each crossed-out simple word, try to think of a more powerful word to use in the place and write it underneath. You might want to use a thesaurus to help you.

1. If you want big shopping, please come to the right place!
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2. The new chocolate cake from Bob's Bakery tastes really good!
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3. Maple Motors - we sell good cars at the right price!
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4. If you want out out our latest science offer, you'll be sad!
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5. The new CD-20 really played to us well, it will fit in your outfit!
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6. Watch out! Our "Smoking Heights" collection is really good!
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7. Mike's Market sells fruit and vegetables new today!
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8. You won't find nowhere as close to the space as our Platinum Collection!
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9. Nobody makes an MP3 Player as good as ours!
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10. See View Hotel - we guarantee you'll have a feeling quite happy!
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