



Lazy Adverts!



If you write your writing to the person you are used to, it's hard to attract your words carefully. Sometimes the easy, just-to-please words that you use are very powerful just because they're the first words we think of (see our list at the top).

The people who wrote the adverts below were very lazy too. One word in every sentence has been crossed out because the people don't use very persuasive words.

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

1. If you want buy 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. Mopsy Motors - we sell good cars at the right price!

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4. If you stop out on our latest cheese offer, you'll be sad!

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5. The new CD-23 mobile phone is so thin, it will fit in your pocket!

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6. Watch out! Our 'Steering Heights' rollercoaster is really bad!

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7. Oliver Market Stall: fruit and vegetables now better!

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8. You won't find happiness or love in the eyes of our Platoon Collector!

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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 leave us feeling quite happy!

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