

Persuasive TECHNIQUES

TECHNIQUE	EXAMPLE
Alliteration	<i>dazzling delicious donuts</i>
Imperative verbs	<i>Buy it now!</i>
Hyperbole	<i>an extraordinary flavor combined with colorful shades of red (...)</i>
Rule of 3	<i>More powerful. More calm. More confident. That is how you will feel if...</i>
Personal pronoun	<i>You are our priority.</i>
Question	<i>Have you felt tired lately? Then the amazing pill...</i>
Appeal (to fear, safety etc.)	<i>Decide now if you want a better job! Time has come!</i>
Repetition	<i>Run. Run. Run. That is what our sneakers do. (...)</i>
Statistics	<i>Did you know that detergent (X) removes 99% of any germs?</i>
Figures of speech	<i>The feel of our ice cream? A wave of freshness in your mouth!</i>
Flattery	<i>You know you are smart. And so should your devices be. Buy the latest iPad Pro (...).</i>
Testimonial (celebrity)	<i>If Justin Bieber says it's perfect, it must be. Get your HyperWatch now!</i>
Bandwagon (groupthink)	<i>Everyone adores it. Everyone wears it. Everyone. Why don't you yet?</i>
Catchy slogans	<i>Finger Lickin' Good (KFC)</i>
Onomatopoeia	<i>Snap. Crackle. Pop. (Rice Crispies)</i>
Snobbery	<i>Maybe she's born with it. Maybe it's Maybelline.</i>