L.O. Identify features of the writer's toolkit for persuasion

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| **Key Tool for persuasion** | **Examples from text** |
| Hook the reader - start with a question or exclamation. | Are you a spy...? |
| Use imperative (bossy) verbs. | Don't be |
| Talk to the reader - 2nd person. | your enemies |
| Boast/exaggerate. | Amazing features |
| Include testimonials/ quotations | Listen to what James Bond... |
| Explain the advantages | so that |