

## L.O. Review, edit and polish my text

Re-read your advert carefully, looking out for places that you can improve, add or cut words to make the text flow better – keep in mind the toolkit points below.

Run through it once - or twice - more, reading aloud, to check for sentence pauses (commas) or endings (full stops, exclamations or question marks). **Listen** carefully to your own voice as you read - if your voice drops down for a pause, then it's likely to be the end of a sentence (but think: is it a statement, question or an exclamation?); however, if your voice does not dip at the pause, or even rises, then you probably need a comma.

- Hook the reader - start with a question or exclamation.
- Use imperative (bossy) verbs.
- Talk to the reader - 2nd person.
- Explain the advantages - causal & adding conjunctions/ adverbials.
- Boast/exaggerate.
- Include testimonials/quotations .
- Do all of your sentences and proper nouns (names) start with capital letters?
- Do all of your sentences end with the appropriate punctuation (. ! ?)
- Have you demarcated your clauses within sentences with commas?