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| **P** | **P**ersonal pronouns | We, our, you, your, us etc |
| **E** | **E**motions/Emotive language | Desperate, struggled etc |
| **R** | **R**hetorical questions | Can you believe that …? |
| **S** | **S**ay again/repeat | Think before you make your decision. Think about the lives of the precious animals. Think about our town and its people. |
| **U** | **U**se facts and figures/statistics | 99% of people use this product |
| **A** | **A**lliteration | Smooth and silky |
| **D** | **D**irect address to the reader | Use modal verbs to remain polite but powerful towards your reader: You can/must/should/ etc |
| **E** | **E**xaggerate | 'How will you ever live with yourself if you ignore this?'  'Millions of us need this'. |
| **R** | **R**ule of three | Bigger, bolder, better!  Wild, wonderful and precious |