

Max's Persuasive Pitch: The Ultimate Invention

Learning objective: To use persuasive devices, emotive language, and rhetorical questions to convince an audience to support a new idea.

Max the monkey is looking for investors for his latest clever invention. Read the prompts below and fill in the boxes to create your own persuasive pitch. Use powerful adjectives and catchy slogans to make your case stand out! Think about why your invention is not just useful, but absolutely essential for everyone.

Word bank: revolutionary · unbeatable · essential · breathtaking · guaranteed · masterpiece · sensational · effortless · pioneering · irresistible

1. The Hook: Give your invention an exciting name and write a catchy opening sentence to grab the reader's attention immediately. (2 marks)

2. The Problem: Explain what tricky challenge or problem your invention solves. Why is life difficult without it? (3 marks)

3. The Solution: Describe your invention in detail. Use persuasive adjectives to explain how it works and why it is the best solution. (4 marks)

4. The Benefits: List three key reasons why someone should choose your invention. Justify why these features are better than anything else available. (3 marks)

5. Rhetorical Question: Create a rhetorical question to make your reader think deeply about why they cannot live without your invention. (2 marks)

6. The Call to Action: Write a final, powerful sentence that encourages the reader to buy or support your invention today. (2 marks)

Extension challenge: Greater Depth Challenge: Imagine your invention costs £49.99. Write a short paragraph explaining why it is worth the price, comparing it to the cost of other everyday items. Justify your answer by discussing the long-term value it provides to the user. What might happen if a competitor tried to invent a cheaper, but lower-quality version?