

09 Jolly Covid Postman - TV advert to sell the book

TV adverts need to be short, say what you are selling, and why people should buy it. Watch this for some ideas:
https://www.youtube.com/watch?v=8H_ttecXHkQ

1) Start with a rhetorical question, or a few, to tell them they have a problem.

A rhetorical question is one you don't expect someone to answer because you and they know the answer!

Your question should show them they need the book to make their life better, it will tell them they have a problem.

Use **alliteration** to make your question more memorable. Start a few words in the question with the **same sound**.

For example:

Read all your really good books? Need something new to keep you busy?

2) Then answer the question - tell them your book will solve their problem.

You need to explain how if they buy your book they will no longer have a problem, for example they won't be bored any more or fed up anymore or have nothing to do if they buy your book.

Tell them they 'need' your book, this is even more persuasive than telling them they want it. If they can't live without it then they will just HAVE to buy it!

For example:

*Look no further, we can keep you busy all day long!
No need to panic, we have the next new book to revolutionise your reading!*

3) Next, tell them how good the book is, go over the top and sound excited!

For example:

This is amazing, you've never seen anything like it, not only is there a great story, there are activities and games to entertain you throughout lockdown!

4) Finally, tell them where to buy it, you might even give them a special offer.

For example:

Available at 'Best books.com', buy one and get another for a friend half price!

Now record your own little film advert, it should ideally be less than 1 minute long, you might want other people in your family, or some puppets to be in the film too so you can talk to them in the advert and persuade them!