

Brochures

and Leaflets

persuade

uniform

To persuade

you need to use



FEEL GOOD WORDS



ATTRACTIVE

friendly

welcoming

picturesque

peaceful

EXCITING

calm

To inform

you need to

ORGANISE

HEADINGS

YOUR INFORMATION

LOVELY

e.g.

LEE-ON-THE-SOLENT

LEISURE

Sub-headings

Bullet points

- Walking along our spectacular coast
- Bird-watching at our beautiful reserve
- Cycling our many cycle paths

REMEMBER TO USE

BOSSY VERBS

(IMPERATIVES)

EXPLORE

our lovely coastline

VISIT

numerous nearby attractions

EXPERIENCE

the joy of windsurfing and jet-skiing

STROLL

along the lovely promenade

Use some **Rhetorical questions????**

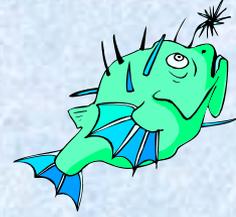
(Questions used for effect which do not need an answer)

Fancy a great holiday break?

**Are you interested
in our maritime history?**

Why not come to Lee-on-Solent?

ADD SOME



PICTURES

A picture paints a thousand words

