

# Advertising Presentations

Person Speaking	Tasks	4	3	2	1
	1. Introduction - a creative, attention-getting opening. Slogan would be good here.				
	2. Persuasive Elements Used				
	3. Description of product/service a. What is unique about it? - special features, benefits, etc. b. Why would anyone buy it?				
	4. Presentation—eye contact, enthusiasm, rate and volume				
	8. Conclusion				

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