Advertisement

On page 56 Sol reads an advertisement from Ursula Jones, psychologist and hypnotherapist. Imagine you are a hypnotherapist. Write an advertisement, to appear in the Yellow Pages, promoting your business. Your advertisement must be 50 words, no more, no less.

If other people completed this activity, compile all the advertisements together. Who would you go to if you were looking for a hypnotherapist? Which advertisement looks the best? Sounds the most professional? Which one catches your eye?

Discuss the features a good advertisement must have.