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- ☐ explained clearly what you want the reader to do?
- ☐ remembered why you are writing? (Purpose.)
- ☐ remembered who you are writing for? (Audience.)
- ☐ remembered what type of text you are writing? (Genre.)
- ☐ used rhetorical questions?
- ☐ used emotive language?
- ☐ used triplets (the rule of three)?
- ☐ used statistics or facts.
- ☐ used personal pronouns and/or a direct address to the reader?
- ☐ used repetition effectively?
- ☐ included slogans (if appropriate)?



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