

Name(s) _____

The Power of Transfer

Read each phrase in the left column. In the middle column, draw a picture or write a slogan that relates to each phrase. In the right column, list possible products that the phrase could help promote.

Feeling You Have	Picture or Slogan	Possible Product
Want to be rich		
Want to be smart		
Want to be beautiful		
Want to be fun		
Want to have a pet		
Want a nice family		
Want to be athletic		

Adapted from *Persuasive Writing* by Tara McCarthy, Scholastic Inc.