

Reading and Writing 4

Outline

Unit 2: How do marketers get our attention?

Page 59: Plan

Q: Skills for Success

Third Edition

Write an outline for your descriptive essay.

I. Introduction of the product, business, or service

A. Introductory ideas:

B. Thesis statement with your overall opinion:

II. Body paragraph 1: First specific quality or feature

Descriptive language you can use

A.

B.

III. Body paragraph 2: Second specific quality or feature

Descriptive language you can use

A.

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Write an outline for your descriptive essay.

B.

IV. Conclusion

A. Concluding ideas:

B. Final opinion:
