

Use this paper as a scratch sheet to organize your thoughts.
You don't have to use all the bullet points for paragraph topics;
cross out what you don't need and add topics that make more sense to you.
Use the white space to jot down ideas that fit each topic.
Read through topics you've chosen to work with, and decide if they're in a good order.
Use numbers in the margin if you want your paragraphs (topics) in a different order.
If your ideas call for it, by all means, illustrate!

What do you know about the 5 top selling cars today?

•Write a blurb of catchy advertising copy for each car.

•Now think of your own wallet, and write what things you want to question about the ads you just wrote.

•Do the ads play up the things you most need to consider when spending your money on a car?

•Are there important things the ads (accidentally or deliberately) DON'T mention?

•Try writing blurbs for the same cars, but this time your job is to help people sort out which car really suits their individual needs. Will you then include other cars besides the 5 top sellers? Which ones will you include and why?