

02 Jolly Covid Postman - witch's miracle cures

The Wicked Witch is up to no good, she is pretending that she has some 'miracle cures' to make people get better from Covid 19 and even to stop them catching the disease! She's selling them to people she can persuade to buy them. How does she persuade them? Well by promising them everything they want!

You need to pretend to be the Wicked Witch and create some more miraculous cures to sell to the old woman who lived in the shoe. It might help you to read the nursery rhyme that the old woman is in, here it is:

There was an old woman who lived in a shoe.
She had so many children, she didn't know what to do.
She gave them some broth without any bread;
Then whipped them all soundly and put them to bed.

Tips on making your advert persuasive:

- Give them what they want!
- Use alliteration to make the cure memorable (alliteration is where things start with the same letter).
- Know your customer - appeal to things they are interested in (perhaps a cure for noisy children?)
- Make it sound amazing, here are some good words and phrases to use for this:
 - ★ Miraculous/mesmerising medicine
 - ★ Astounding/astonishing aid
 - ★ Outrageously good ointment
 - ★ 100% effective
 - ★ Never fails
 - ★ Out of this world

You will need a picture for your advert that is also persuasive, it could be a photo or sketch or collage of different photos, maybe from a magazine. You could emphasise the amazing things, maybe it's the unusual ingredients or the super happy face!

Now it's your turn to make an advert for a miracle cure, here's a little example to help you.

