

# Junk Mail Planning Sheet

For your final project, you'll choose a piece of junk mail and rewrite it in a way that is more honest, more effective, dramatic, or humorous. You might focus on a different audience or a different persuasive point. It's all up to you! This planning sheet helps you gather your ideas before you move on to rewriting the letter.

1. How will your message be different from the original? What is your goal for the project?

2. What can you do to meet your goal? What specific things will you do?

3. Fill in this chart to think about the ways your message will be different from the original:

	Original Junk Mail	Your Revision
Who reads this message?		
What is the purpose of the message?		
How do or will readers know what is being advertised?		
What does the writer want readers to think about the message and the items being advertised?		
How does or will the message grab the reader's attention?		