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| Introduction | * How can you draw your reader in? Try to ‘hook’ your reader – use a general experience/statement that the reader can connect with. * Give the reader a preview of your main points, arguments and theories | In recent years many people have been increasingly aware of the need for physical fitness.  This essay discusses the motivators for exercise, in order to formulate an advertising campaign aimed at younger people. The key motivators outlined are an improved appearance, a healthier body and increased self confidence. |
| Paragraph One | * Outline your first idea/argument (**Point**) * Include some *relevant* evidence in “quotes” (**Evidence**) *aim for two or three separate sources.* * What does this mean - why your evidence links together/ why that link is important (**Explain**) | The first of the benefits, an improved appearance, is a key motivator, particularly amongst younger people.  Nutritionist, Dr Motivator states that “regular exercise will help you obtain a natural body proportion in terms of height, weight and build” in ‘Exercise the Benefits’.  Furthermore, ‘The Beauty Review’ reports that 86% of 18-24 year olds say that their goal for weight loss is “to achieve proportion” and that 92% of those surveyed agree that “a body in proportion is attractive”.  This shows that improved physical appearance is a key driver for many younger people and that this can be achieved through regular exercise. |
| Paragraph Two | * Outline your second idea/argument (**Point**) – try to link to the first | In addition to appearance, working towards a healthier body is important to younger people |
| Conclusion | * Make a general statement about what you have found out by briefly restating your main ideas in a sentence or two * Sum up – What does this mean -do the ideas link? which is most important idea? Why? | Many younger people exercise regularly for a variety of reasons - to achieve improved appearance, a healthier body and to increase their self confidence.  Findings in this essay show that a successful marketing campaign would convey these benefits in order to appeal to the younger demographic, for example, by including key words such as ‘confidence’, ‘appearance’ and ‘healthier’ on any visual marketing. |