



**GOLDEN OFFER!
USE IT PROPER!**

Create A Super Seller Sign!

 Language Arts •  30 min •  Ages 9-11 • Grade 5

This challenge invites learners to become marketing maestros! They will create a physical sign designed to persuade someone to 'buy' or 'use' a product, applying creative language and eye-catching design techniques.

Our goal is for your child to Identify and analyze elements of persuasive language in everyday contexts., Apply persuasive techniques to craft a compelling message for a chosen product., Design a visually attractive and effective advertisement using available materials..

What You Need

Paper • Markers • Crayons • Scissors



Scan To Tailor

Every child learns differently, and this is just the baseline.

Scan to jump into the app and easily tailor this lesson to match your child's exact learning level and see how Mai will guide this lesson.



Ready for more adventures? Explore our **Sparks Hub** in the app

Lesson Blueprint

A simple, hands-on lesson that guides your child through curiosity, exploration, and reflection.



Mai's Tips

1. Instead of directly correcting 'less persuasive' language, ask the child, 'If you wanted someone to REALLY want this, what's an even stronger way you could say that: '
 2. Encourage them to think about their 'audience' for the sign – who are they trying to convince, and what might appeal most to that person:
Encourage them to think about their 'audience' for the sign – who are they trying to convince, and what might appeal most to that person?
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Prep Before Session

1. Gather the materials and choose a safe, comfortable place for the activity.
2. Read through the lesson once so you know where the child will make predictions, test ideas, and reflect.



1 Introduction 5 Min

1. Begin a conversation about convincing others. Ask, "Have you ever tried to convince someone to do something you really wanted, like playing a game or trying a snack?" Next, ask them about the words they used. Introduce the idea of "persuasion": Persuasion is when you try to get someone to think, feel, or do something by talking to them or showing them things. It's like gently guiding their choice. An example is an ad for a yummy treat, trying to make you want to buy it. The opposite is just stating a fact without trying to influence. Then, ask, "When you see an advertisement on TV or a poster, what makes you really want what they're showing?" and "What makes you want something when you see an ad?"

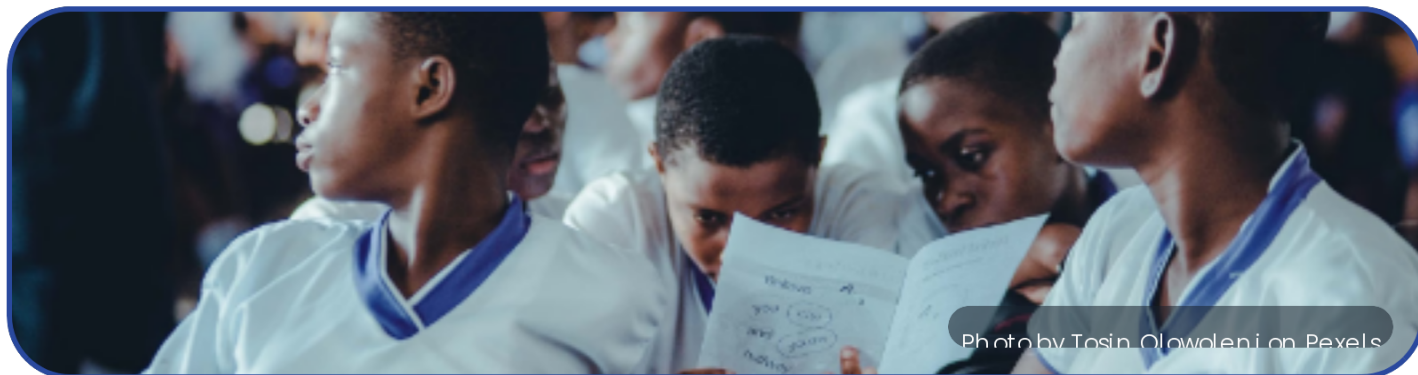
 **Done when:** Student shares a personal experience or observation related to persuasion or advertising.



2 Explore & Plan 8 Min

1. Guide the child to choose a simple household item they could "sell" or encourage someone to use, like a pen, a sock, a toy, or a fruit. Ask, "What simple item around our house could you 'sell' or get someone to use?" and "What makes that item special or useful?" Help them brainstorm powerful adjectives, verbs, and catchy phrases that highlight the item's best qualities. Ask, "What powerful words could we use to make it sound amazing?" and "Are there any catchy phrases that would grab attention?" Finally, gather all the materials: paper, markers, crayons, and scissors.

 **Done when:** Student has chosen a product, brainstormed a few persuasive words/phrases, and materials are laid out.



3 Discussion 6 Min

1. Discuss with the child **why** the words and phrases they brainstormed are powerful. Ask, "What makes those specific words or phrases you picked so powerful?" Explain "persuasive language": Persuasive language uses strong, positive words and phrases to make something sound exciting and appealing, so people want to buy or use it. It's not just saying 'this is good,' but 'this is **amazing**!' The opposite would be neutral language that doesn't try to influence. Then, prompt them to consider visual elements. Ask, "Why do you think using strong, positive words works better than just saying 'This is okay'?" and "How can colors and shapes on a sign also help grab someone's attention?" You can also ask, "Why are cereal boxes often so colorful?"

 **Done when:** Student can explain why certain language or design elements are more persuasive.



4 Activity 9 Min

1. Guide the child to begin creating their "super seller sign." Supervise the creation process, encouraging creativity and independence. Remind them to use the persuasive words, catchy phrases, and design ideas they discussed. As they work, ask guiding questions to prompt their thinking about layout and effectiveness: "Where will people's eyes go first on your sign?" and "Is there a word that could be even stronger here?" Also, consider asking, "How can you make this part really pop with color?" and "What part of your sign is most important for your customer to see?" Ensure they use paper, markers, crayons, and scissors to design and create a compelling sign for their chosen item.

 **Done when:** Student has completed the physical activity of creating their persuasive sign.



5 Summary 2 Min

1. Celebrate the child's effort and creativity for their completed "super seller sign." Have them briefly "pitch" their sign to you, trying to persuade you to "buy" or "use" their product. Ask, "What part of your sign do you think is the most persuasive?" Then, broaden the discussion to real-world applications. Ask, "Where else in the real world do you see people using persuasive language or design, besides in advertisements?" You can prompt with examples like speeches, political campaigns, or even friends convincing each other to play a game.

 **Done when:** Student shares one key takeaway about persuasive language or design.

Beyond The Lesson

Fuel their curiosity beyond the lesson with bonus sparks.



Table Talk

Advertising, marketing, and public speaking all rely on persuasive language to influence decisions and actions.



Did You Know?

Everyday objects can reveal surprising science when we slow down and observe them.



Challenge

Find a family member and try to 'sell' your product using your sign. Observe their reactions and ask them what made them feel persuaded (or not!).

★ Quick Recap Quiz 4 Min

Check what your young scientist remembers. Each question includes a Parent Tip to help them find the answer without giving it away.

1. What Is The Main Goal Of Persuasive Language In A Sign?

- ☐ To give a lot of facts
- ☒ To convince someone to act

 Hint: Is the sign just informing, or trying to make you *do* something?

2. Which Word Is Usually More Persuasive For Selling Something?

- ☐ Okay
- ☒ Amazing

 Hint: Which word makes the product sound more exciting or special?

3. Besides Words, What Else Can Make A Sign Persuasive?

- ☐ Using only black and white colors
- ☒ Bright colors and bold designs

 Hint: Think about what catches your eye when you walk by a store.

4. Who Uses Persuasive Language In Their Daily Lives?

- ☐ Only people who sell things
- ☒ Advertisers, politicians, and friends



Hint: Do you ever try to convince your friends to play a certain game?