

# Ideas Elaboration Examples

These examples show how you can elaborate on your ideas to increase the impact on the reader.

It is important to:

- Directly connect your argument to the needs of the reader.
- Include a persuasive technique with your argument to increase the impact.

These examples are based on trying to convince teachers to purchase an activity tracker:

Simple Example	Elaborated Example	What has been added?
Do you want to look after yourself as well as others? An activity tracker can help you keep fit.	Are you a teacher that puts all of your time and effort into helping others? Would you like to be able to focus on your own health and wellbeing? With an activity tracker you can keep an eye on your own physical activity and ensure that you are paying attention to your own wellbeing. With a simple tap, your tracker will display how many steps you have taken for the day, letting you know if you need to take some more time for yourself.	<ul style="list-style-type: none"> <li>• Appeal to emotions.</li> <li>• Rhetorical questions.</li> <li>• Specific examples.</li> </ul>
When your day is controlled by bells, it is vital to keep track of the time. The activity tracker makes sure you always have the time.	There is nothing worse than being late to a meeting, or running out of time to finish a lesson. When your day is controlled by bells, it is vital to keep track of the time. Clocks that are missing or have flat batteries can mean that the time is not always accessible. With an activity tracker, you will always have the time on hand. With a motion activated sensor, simply tilt your arm and the time will automatically display.	<ul style="list-style-type: none"> <li>• Specific examples relevant to teachers.</li> <li>• Appeal to emotion.</li> <li>• Links between teacher duties and product features.</li> <li>• Make the product seem simple to use.</li> </ul>
The activity tracker's silent alarm is the perfect way to wake up calmly.	With bells all day, the last thing you need is another bell waking you up in the morning. The activity tracker's silent alarm will allow you to wake calmly to mild vibrations without the shock of an instant sound ringing in your ear. During busy days, these subtle alarms are also a great way to remind yourself when there are things to do at a specific time of day. Need to remember a meeting? A lunch club? Yard Duty? Use the silent alarm to let you know when it's time!	<ul style="list-style-type: none"> <li>• Connection to teacher's experience.</li> <li>• Explanation of feature.</li> <li>• Examples of other ways the feature is useful.</li> </ul>