**SALES PITCH ESSAY**

Write a sales pitch for a brand new product!  Your sales pitch should...
--Explain what your product does
--Explain how it works
--Explain why it’s better than similar products
--Mention where & for what price it can be bought
--Conclude with a tagline/slogan & a call-to-action

--Completed outline (15 Points) \_\_\_\_\_\_

--R. D. due (20 Points)\_\_\_\_\_\_\_\_

Essay Grading
***Focus***
Introduction (situation/slogan)—4pts
Conclusion (slogan/call-to-action)—4pts
Stays on topic—2pts

***Organization***Use of topic sentences & transitions—3pts
Flows well together—3pts
Good paragraph structure2pts

***Elaboration***
Convincing detail—5pts
Vivid word choice—5pts
Persuasiveness & voice—5pts

***Conventions***Spelling—2pts
Grammar & punctuation—6pts
250 words, double-spaced, 1” margins

Rich Martin

8th Grade Language Arts

9/19/11

***SPAKO!* Sales Pitch**

“Oh fiddlesticks! I just spilled this blueberry tartlet on my new white shirt and now it’s ruined.” How many times has this happened to you? Well, your stain troubles are over… with *Spako!*, the ultimate stain remover (from FabuCo.). Don’t let that stain be a pain. Lay the smack down with *Spako!*

With *Spako!*, it’s game over for stains. *Spako!* eliminates any type of stain (blood, wine, grass, spaghetti sauce, blueberries, puke…) from even your most delicate fabrics. Just spray *Spako!* on the stained garment until the stain is saturated. Then launder, and wah-lah! The stain is gone! “Oh my nuggets! *Spako!* is unbelievable!”

*Spako!* contains advanced powerful zygliomatic enzymes that penetrate & tear apart the stain residue while leaving the garment unharmed. Other stain fighters, like *Stain-Away* & *Cuddles*, simply don’t have the stain fighting power of *Spako!* In an independent lab study, their active ingredients only softened the toughest stains. “What a jip! I can’t wear this shirt with this ugly stain still here!” On the other hand, *Spako!* removed the stains completely! “Fantastic! Now I don’t have to buy a new shirt! *Spako!* really works and it’s saved me money!”

*Spako!* is not sold in stores. The fabulous folks at FabuCo cut out the middleman to sell *Spako!* to you at direct factory price--$19.99 for a 18oz. spray bottle made of 100% recycled plastic. Order over the phone (1-800-Spako-2-U) or visit our website ([www.fabuco.com](http://www.fabuco.com)). Call now and we’ll include this handy 3oz. purse-sized *Spako!* applicator, perfect for those moms on the go.

Don’t let that stain be a pain. Lay the smack down with *Spako!* Don’t wait! Call or click now to purchase the toughest stain fighter on the market!