

Check - list					
Verbal resources			YES	NO	NOTES
		Any catchphrase?			
		Any catchword?			
		Any imperative verb?			
Non verbal resources		Any product brand?			
		Any person?			
		Any animal?			
		Any object?			
		Any food?			
		Any other picture?			
		Any predominant color?			
Persuasive resource		What was used to call the reader's attention?			