

ARTICLE WITH FACTORS, REASONS, AND EXAMPLES

Before You Write

A Read the article. Where might you find an article like this?

MAKING A NEW PRODUCT SUCCESSFUL

- 1 A clever idea does not guarantee the success of a new product. Here are three factors to consider before launching a new product.
- 2 First of all, in order for a new product to succeed, it has to be innovative. One reason consumers look for new products is because they're tired of the old ones. If you don't offer something new and unique, consumers won't try it. Second, in order to attract attention, you need to use attractive packaging. Many people try a new product just because they like the packaging. Finally, choosing the right form of advertising is essential. For an advertising campaign to be effective with teenagers, for example, TV commercials and Internet ads are better than newspaper ads. Teenagers don't usually read the paper, but they watch a lot of TV and spend a lot of time online.
- 3 In conclusion, for a new product to succeed, it has to be innovative, well packaged, and effectively advertised.

B Read the second paragraph again. Complete the chart.

Factor		Reason or example
1.	innovative	consumers are tired of old products
2.		
3.		

Your First Draft

A Choose a topic below or think of your own topic. Make a chart with important factors. Give reasons or examples.

becoming rich getting a good job
being happy getting a good education

B Write an article. Use the information in your chart and the article above as a model.

C PAIR WORK Read your partner's article. Write answers to these questions.

1. Are the factors clear?
2. Do the reasons and examples support the factors?
3. Can you suggest any improvements to the content or grammar?

Your Second Draft

Use your partner's answers to revise your article.