

Features & Benefits

Product: Puppet Troupe Program for Kids

Target Persona: Primary School Teachers

Task: Create A4 x 1 page flier

Word Count: 150 words

FEATURE	BRIDGING PHRASE	REASON WHY PEOPLE BUY	BENEFIT
<p>Linked to the curriculum</p> <p>The show closely follows the curriculum put down by the State Government.</p>	WHICH MEANS THAT...	Confidence	Bring us in and we'll teach the children in a series of modules from the core curriculum so you have certainty that you're covering the work that will be covered in exams.
<p>Bonus Materials</p> <p>50 lesson templates for you to give out to the children.</p>	WHICH MEANS THAT...	Less work for you	We also provide you with a backup set of lesson plans and sample quizzes so that you don't have to do any extra work to create lesson plans.
<p>Speak with others who have booked the show</p> <p>You receive the phone numbers and emails of other teachers and school principals who are happy to talk to you about the quality of our show...</p>	WHICH MEANS THAT...	Peace of mind	You can relax knowing that we have done this show many times before, so you don't need to worry about anything going wrong, getting complaints, or getting criticism.

Copy School

Free teacher resources You get a free 67-page book filled with games for children that both entertain and educate...	WHICH MEANS THAT...	More time	You can spend your weekends relaxing rather than working as all the lesson plans have been done for you. We know what works and it's all included in the easy-to-follow guide.