Why You Should Buy the Brand-New iPhone.

If you are over the age of 65 and you are reading this article now, then you are just the type of audience this article is based upon. (good, I like that you’re capturing your exact audience immediately) So let me now explain what I want to tell you about today. Ever since Apple released its first computer in 1979 and its first iPhone in 2007, (I love these little bits of info for the audience, showing that you’re a knowledgeable source) the world has turned upside down. You may think, “What has this got to do with me?” The answer to this is not a simple one, if you buy the newest iPhone released merely more than a few months ago (‘a mere few months ago’ reads a little better) (The iPhone 12 that is) you are in reach of some of the best virtual apps, games, qualities and virtual assistants in the world. This article will persuade you why you should buy this new iPhone and will show you just some of the features this new, speedy (could you use one more adjective here to make this into the power of three?) device has.

The first noticeable thing about the Apple iPhone is that it can make phone calls. (I would probably go for something that sets it apart from any other phone- you can always exaggerate!) This is especially useful when you are on holiday, or simply when you just want to call a family member from home. Would you not want to buy such a useful device? (great use of a rhetorical question) Another distinctive feature of the Apple iPhone is that it can take photos with the best possible resolution possible, 4K (or 2160p) the average resolution on a phone that you may own yourself is probably 720p or HD which is 1080p. (again, you show yourself to have a wealth of knowledge about the equipment here) Would you not want to buy a phone with such outstanding features? (You can also take videos as well with the splendid new iPhone). If you fear that you cannot remember a specific thing or event, do not worry! (I like that you come up with these mini scenarios) You can note all these down in Apple’s very own “notes” app. And that is not all, Apple provides a special virtual assistant called “Siri” who can be accessed by holding down the home button and then, “Siri” will pop up in the corner of the screen and you can ask him/her questions about absolutely anything. Did you ever think about having a virtual assistant in your pocket? (a great selling point!)

**Feedback:**

This is a wonderful persuasive article, Benjamin! You talk with such authority, and use some great facts here to show that you are a reliable source of knowledge about the iPhone. This allows your reader to really trust your view and therefore what you are selling them. You also use direct address a lot, really engaging your audience and asking them some hard-hitting rhetorical questions. Well done!

I would love to see you going a little further with the features you mention here, as you open with the fact that it can make phone calls, which doesn’t really set it apart form any other phone. The Siri point is very strong, so I think you should have opened with that. Also, you set up your audience at the beginning, but I think you could emphasise it throughout a little more, really bringing up features that would help a pensioner in particular. You could go more into this virtual assistant idea, as this would be very useful for someone with memory or mobility issues. Lastly, a little more use of techniques such as the power of three, or even some imagery, would be amazing!

Overall, fab work, well done! :D