If you are aged 65+, let me introduce you to the new powerful, astonishing, revolutionary (beautiful use of the power of three, and nice introduction to who your audience is right away!) iPhone 12. Why do elders need to buy it? Elders should buy iPhone 12 because they will enjoy its entertainment, communication, and speed.

You need to entertain and relax yourself a bit, especially during COVID-19. (a lovely nod to the current circumstances) There is no need for board games, television, or radio. Instead, you only need an iPhone 12 to play games, watch shows or movies, listen to music, and more.(great use of a list to emphasise how much can be done on the phone!) iPhone 12 is a splendid way to have fun, especially ~~when~~ during quarantine, ~~and~~ when you can’t go outside.

It is easier for you to communicate if you buy an iPhone 12. A landline is not enough nowadays. iPhone 12 is a wise choice. You only need to press a button to answer the call. (could you bring in the idea of family here, just to keep it really focused and clear?) There are other ways to communicate too. You can use Whatsapp or other applications on your iPhone. Sending a message is not so hard. You type it on the keyboard, and if you think you have trouble typing, use the dictation function to talk instead of type.(a nice tip!0

Another reason why you should buy the iPhone 12 is the speed of it. This new iPhone is compatible with 5G. 5G is the fastest mobile network so far. If you are using a smartphone, you are likely using a 4G phone, but why should you buy a 5G phone? (lovely rhetorical question) The speed is about a hundred times faster than 4G! (great use of hyperbole) That means you won’t be plagued (lovely word choice here) by the loading or downloading speed. You probably can’t even see the loading or downloading page! That is how fast iPhone 12 is, and that’s why I said this is a revolutionary iPhone. You can still browse or watch things as fast as lightning (a lovely simile, slightly overused though, is there another fast thing you can compare it to?) when you don’t have an internet connection. Isn’t it great to use the most advanced network?

The iPhone 12 is one of the best smartphones so far. Its entertainment, communication, and speed (nice repetition of this phrase to make it hit home with your audience) is an experience you will never forget. It is a smartphone that you won’t have any regrets about once you buy it. iPhone 12 worth its price. Don’t you want to try the best, fastest, and most advanced smartphone? Buy iPhone 12, and it will be the wisest decision you ever make!

**What Went Well:**

-You use so many great persuasive techniques throughout this, Jonathan! I love your use of the power of three, and how you repeat the phrase, ‘entertainment, communication and speed’ to really emphasise that these are the main benefits of the phone. You also use some very compelling rhetorical questions to capture your audience’s attention!

-Your speech structure is very good, and you have a lovely introduction and conclusion, with clear paragraphs full of information! The clarity is so important for a speech, and you have definitely nailed it!

-Some of your word choices in this speech are so wonderful, I especially like the choice of the word ‘plagued’ to emphasise the negative effects of slow internet, and therefore, by comparison, the positive effects of iPhone 12 speed!

**Even Better If…:**

-If I were you, I would use a testimonial (a review in the form of a quote, possibly) from a pleased customer, or even a statistic stating how many people are pleased with their purchase. This will take your speech from claim to fact, backed up with hard evidence that can’t be disputed.

-For the elderly, and especially in the current climate, family is more important than ever. I would have tried to push this idea more when talking about communication. Appeal to the family-loving side of these people, to their hearts, with some talk of family and keeping in touch with loved ones. Tapping a heart-string always works!

-I would love to see you using some sound techniques, as this is a speech that would be read aloud. Anything like alliteration or sibilance would sound gorgeous, and will lull the audience into your persuasion.

Overall, great work!