Why should a group aged 65+ buy your new iPhone?

 Are you aged 65 and above? Do you not have the recent iPhone 12? Are you trying to communicate with family, especially at difficult times like this? (A lovely opening, Thea. Strong rhetorical questions) If your answer is yes for all of these questions please stick with me. I want to introduce you to the new iPhone 12. It has better cameras, it will help keep (in) touch with your family and it will make you feel like a new person.

With the brand new iPhone 12 (that has three cameras) you can take pictures in the night. This might not interest you but this can expand your memory as you can will look back at all of the times you have had great fun and you will never forget them. (a very imaginative point, and one that I’m sure would compel your listeners) With difficult times to come and go and you will not be able to see your loved ones and family, you will be able to facetime them ~~and~~ , the camera will be much better and they will see you clearly. (try to refrain from saying ‘and’ too much, you can normally swap it out for a semi-colon or just a comma) One of our reviewers recently posted “Such an amazing phone. I really liked it when I bought this monster. Camera quality is just superb. I also like the design.” (sophisticated use of a quote) The iPhone 12 took ~~ages~~ (slightly too informal- perhaps you could come up with a specific length of time?) to make and it will really be appreciated if you buy one.

The iPhone 12 doesn’t just take good pictures but the quality it has ~~made~~ (makes) the difference. The difference it has made to the world is why you should buy it. Phones are essential to every day. You can also check what is happening around you for free. You wouldn’t need to go and get one because the iPhone news will easily prop up. (you use a lot of great direct address throughout) But, we are not encouraging you to be on it all the time, you can go and get active. If you buy it right now we will give you a 20% discount and a free apple watch to go along with it. (a brilliant incentive) We know that you love going out for walks and enjoy nature.  Once you walk you can turn the watch and track your progress and it will go on your phone. Once you have done that you can try and beat different types of records.

Our brand new iPhone can go up to 512 GB, (good use of the numbers and facts) you can download lots of apps for free and you will never get bored. As the iPhone has lots to entertain you, you can connect it onto your CCTV and you can still see what is happening wherever you go. (great, is there a reason elderly people specifically might want this?) With the iPhone 12, almost everything is possible. Once you turn on the screen you will immediately realise that you have made the right decision and it wasn’t a waste of money.

As you can see I have made some valid points why you should have an iPhone 12. Your first touch on the phone won’t be your last. (a strong line!) We promise you that you will have the time of your life if you get one. Buy one now at www. iPhone12forelderlies.com. (I love that you’ve come up with a website!)

**What Went Well:**

-You use some compelling direct address throughout, and I love your opening rhetorical questions. These really capture the audience right from the start.

-You have been immensely creative with this task, coming up with so many amazing incentives for your audience, focusing them on the interests of elderly people.

-I really like that you use a quote from a previous buyer in your speech, showing that you can be trusted and that the product works for older people! This is so compelling.

**Even Better If…:**

-I would love to see you using more statistics, maybe a result of a survey. Something along the lines of, ‘when surveyed, 9 out of 10 of our customers recommended the iPhone 12 due to its camera quality!’

-You’ve targeted your particular audience well, although I do feel there is space for development in that area. For instance, when you say you can use it for CCTV purposes, maybe expand on why that would benefit elderly people particularly.

-I’ve mentioned this above, and it’s only a tiny thing, but try to avoid saying ‘and’ too much, as it causes a sentence to run on slightly too long. Instead, you can use a semi-colon, comma or just re-phrase slightly. This is something to look out for in a proof-read!