

Reading Workshop: A Brochure

DIRECTIONS Read the following brochure to learn what makes Superstar Soccer Camp outstanding.



Superstar Soccer Camp

You'll Get a Kick Out of It!

Fun Activities:

After an exciting and fun-filled day of training, evenings are packed with a wide variety of soccer-related activities, including

- Films and talks about the greatest names in soccer like Pelé and Johan Cruyff
- SSC Olympics Night
- Game nights with chances to win prizes
- Entertaining skits of do's and don'ts

Do You Love Soccer? Do You Want to Be a Better Player?

Join the fun at *Superstar Soccer Camp*. SSC middle school players spend a week learning how to improve their soccer skills, and they get a kick out of doing it. We use proven methods that make learning fun and effective for kids.

- Coaching by soccer coaches from winning college teams
- Videotaping of games with follow-up instructional sessions
- Mentoring and advice from capable, confident high school soccer players who observe each player and give one-to-one advice
- Lots of chances to play
- Group meetings with soccer players from all over the country



What SSC graduates say:

- "I learned more in a week of camp than I could have learned on my own in a year."
- "Everyone was so helpful and encouraging."
- "I now have soccer friends all over the country."

Boys and girls at SSC learn more because . . .

- The staff is highly qualified.
- There is so much individual attention!
- The techniques are fun!

How to Join the Fun:

Call (555) 555-1223 to get information about registration and costs, or visit our Web site at www.superstarsoccercamp.com.

Sessions fill up fast—so ask your parents to call right away. Don't miss this chance to become part of Superstar Soccer Camp.

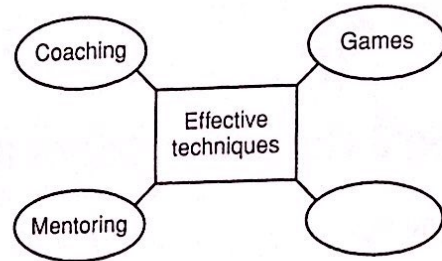


GO ON

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- What is the main purpose of the illustration on the front panel of the brochure?
 - to demonstrate the soccer technique of dribbling the ball
 - to encourage students to imagine themselves at the camp
 - to show the kinds of uniforms worn at the camp
 - to let people know the camp is focused on sports
- Why is the name of the camp placed by the illustration on the front panel?
 - to fill up space on the brochure
 - to catch the reader's attention
 - to create a mood
 - to persuade the reader to go to the camp
- What feeling does the writer share about Superstar Soccer Camp?
 - enthusiasm
 - concern
 - determination
 - fear
- What does the brochure try to motivate its readers to do?
 - join a soccer team
 - learn the history of soccer
 - sign up for soccer camp
 - become a soccer coach
- How does the slogan on the front panel describe the camp?
 - dangerous
 - challenging
 - long
 - fun
- How is the writer's excitement about the camp revealed in the brochure?
 - mention of videotaped sessions
 - use of energetic words
 - lists of many activities
 - quotes from former students

- Why are illustrations included in the brochure?
 - to make it easier to find the information
 - to organize the information
 - to provide necessary details
 - to stimulate the reader to find out more
- Which item best completes this organizer that tells of the effectiveness of the camp?



- Web site
 - Prizes
 - Costs
 - Instructional videos
- What does the illustration showing the medal suggest to the reader?
 - Superstar Soccer Camp is only for students who have won before.
 - Most stars have attended the soccer camp.
 - People who attend the camp will be winners.
 - Campers learn how to be part of the crowd.
 - What is the main purpose of the illustration at the end of the brochure?
 - to remind people to come prepared
 - to show that students enjoy the camp
 - to prove that there are several teams in each camp
 - to show that the camp is for students only

Writing Workshop: A Brochure

DIRECTIONS The following material is an early draft of a student brochure. Some parts of the brochure need to be rewritten. Read the brochure and select the best answers for the questions that follow. Some questions are about particular sentences or parts of sentences and ask you to improve sentence structure and word choice. Other questions refer to parts of the brochure or the entire brochure and ask you to consider organization and development. In making your decisions, follow the conventions of standard written English. After you have chosen your answer, fill in the corresponding space on your answer sheet.

(1) SUCCESSFUL START



STUDENT-BUSINESS CONSULTING

(3) **Business success!**

(4) **A GREAT IDEA!**

(5) Do you have an exciting unique idea for a product or service that would benefit people in your community? (6) Maybe you have an idea but are unsure about how to get started.

If you want to —

- (7) • Turn your ideas into a successful business
- (8) • Earn enough to support your family
- (9) • Use your free time profitably

(10) **Then call Successful Start!**

(11) WE ARE HERE TO HELP

(12) **Successful Start** is a consultant service offered by two students who have already created their own successful businesses. (13) We will teach you how to turn a good idea into a profitable business. (14) **We will help you —**

- (15) • Improve your chances of success
- (16) • Avoid common problems of starting up
- (17) • Meet a network of other successful, student business owners
- (18) • Help you balance your business, schoolwork, and free time

(19) WHAT YOU WILL LEARN

(20) Sign up for a consulting session and get your business started on the right foot. (21) **We can teach you how to —**

- (22) **Get Focused:** We ask the big questions: "What is my product or service?" "How can I get people to buy it?"
- (23) **Take It to Market:** We will help you design a marketing plan. Who will be interested in your idea? Where will you find customers?
- (24) **Make Money:** We will discuss the money issues. What will you charge? How will you handle the profits?
- (25) **Get the Word Out:** We will help you decide how and where to advertise.



JUST THE FACTS

- (27) **When:** Saturdays
- (28) **Where:** Martin Luther King Community Center, Room 7
- (29) **Cost:** \$5 per hour session
- (30) **Why wait? (31) Call today if you want.**

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1. Which of the following represents the best replacement for the illustration marked 2?
 - (A) An illustration of a middle school student watching television.
 - (B) An illustration of a middle school student working on a computer.
 - (C) An illustration of young children running a lemonade stand.
 - (D) An illustration of a middle school student raising his hand in a classroom.

2. Which of the following represents the best replacement for the slogan marked number 3?
 - (A) See what you can do!
 - (B) Fun and more fun!
 - (C) Call us today!
 - (D) We mean business!

3. Which of the following represents the best revision of the punctuation in sentence 5?
 - (A) Do you have an exciting, unique idea for a product or service that would benefit people in your community?
 - (B) Do you have an exciting unique idea, for a product or service that would benefit people in your community?
 - (C) Do you have an exciting unique idea for a product, or service that would benefit people in your community?
 - (D) Do you have an exciting unique idea for a product or service that would benefit people, in your community?

4. For stronger emotional appeal which of the following represents the best revision of sentence 6?
 - (A) Maybe you have an idea but have no clue about how to get started.
 - (B) Maybe you have a good idea but don't know how to share it.
 - (C) Maybe you have thought of something but are unsure about how to get started.
 - (D) Maybe you have an excellent idea but don't know how to sell it to the world.

5. Which of the following represents the best replacement for sentence 8?
 - (A) Have more time for sports and other activities
 - (B) Understand your schoolwork better
 - (C) Be a smarter consumer when you shop
 - (D) Get a head start as a business owner

6. Which of the following represents the best revision of the punctuation in sentence 17?
 - (A) Meet a network of, other successful student-business owners.
 - (B) Meet a network of other successful, student-business owners.
 - (C) Meet a network of other successful student-business owners.
 - (D) Meet a network of other, successful, student business owners.

7. Which of the following words, used to describe the marketing plan, would best add emotional impact in sentence 23? (reproduced below)

We will help you design a marketing plan.

 - (A) superior
 - (B) good
 - (C) workable
 - (D) useful

8. Which of the following sentences, if added after sentence 25, would best provide important details?
- (A) Advertising is important to the success of your business.
 - (B) We will explore options such as posters, fliers, and Web sites.
 - (C) There are lots of places to advertise in your community.
 - (D) Your friends may also have ideas about where to advertise.
9. Which of the following represents the most important information to add between numbers 28 and 29?
- (A) **Who:** Doris Diaz and Derrick Wolfe, student-run business owners
 - (B) **How:** Discussions, handouts, and a workbook
 - (C) **How:** Contact Doris Diaz or Derrick Wolfe at 555-3344
 - (D) **Guarantee:** Money back if you are not pleased
10. Which of the following represents a more effective call to action than sentence 31?
- (A) We can help if you call us right now!
 - (B) It is never too late to start a business!
 - (C) Call us today and start your business tomorrow!
 - (D) Call us between noon and 2:00 P.M. on Saturdays only!