











**Objective:** You must give a sales pitch to a group of wealthy investors who could help make your product a success. You must sell them on your product using a balance of ethos, pathos, and logos. If you convince them, they will give you a significant amount of money and invaluable advice on how to produce and market your product.

**Rhetorical Appeals Group Project**

**Expectations:**

* 2-3 minutes sales pitch
* 1-3 presentation slides created in google docs. Share presentation amongst group members.
	+ Informational
	+ Visually appealing
	+ Grammatically Correct
* Balance of ethos, pathos, logos
* Double-Duty: Reinforce appeals visually and verbally
* Sense of a beginning, middle, and end to the pitch
* Other Components:
	+ Explain the product and how it works
	+ Special features of the product
	+ What makes it unique and stand out from other products
	+ Cost
* Presentation:
	+ All members must have their portion of the speech/sales pitch written on index/cue cards.
	+ Split the presentation amongst all of the group members
	+ Be polished and Be polished
	+ Tone can be humorous
	+ Sell your product!

Rubric:

Speech & Use of Rhetorical Appeals 15pts

Visual Presentation 10pts

Performance 5pts

**Complete this prewrite and show teacher!**

Product:

Ideas for Ethical appeal

1.

2.

Ideas for Emotional appeal

1.

2.

Ideas for Logical appeal

1.

2.