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|  | **HOOK** – Something to lure them in! | | **LINE** – images /audio you need | | **SINKER** – text you require |
| Example Review | What built interest?  What grabbed your attention? | | What were the key images?  How did audio effect the presentation of the images? | | What are the key concepts expressed in the text? |
| Your own Review | What built interest?  What grabbed your attention? | | What were the key images?  How did audio effect the presentation of the images? | | What are the key concepts expressed in the text? |
| Your Book Tailer | What will build interest?  What will grab the attention of your viewers? | | What will the key images be?  What will the key sounds be? | | What are the key concepts expressed in the text you will use? |
| **HOOK** – Something to lure them in! | | **LINE** – images /audio you need | | **SINKER** – text you require | | |
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