

Underlying structure	Jot down your ideas in note form
Ask a question to the reader to draw them in e.g. <i>Do you ...</i>	
Tell the reader what there is on Zargon 10. Name 3 things. e.g <i>Don't miss...</i>	
Add on more detail with a sentence of three	
Tell them where it is	
End with a catchy slogan e.g. <i>See you there!</i>	