Imagine that Charlie’s surgery has been successful… now anyone can have an improved intelligence. How would you market this idea? Think about a magazine or billboard advertisement that will use some persuasive techniques to persuade people everywhere (even people who are already smart) to have the surgery to triple their I.Q.

Where will you advertise? How will you advertise? Write a brief proposal of your advertisement below:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Now, on a separate piece of paper, create your advertisement.

Be sure to include:
- Pictures
- Good reasons why they would want to have this operation- think about how it could change their life in a positive way.
- Contact information

Remember to make it appealing & convincing.