

ARTICLE

INFORM & INTEREST

INSIGHT

THE POWER OF SLEEP

Why a good night's sleep changes everything.

We live in a 24/7 world, but our bodies weren't designed for constant connection. Sleep is more than rest – it's essential. Research shows it boosts mood, memory and even creativity. So tonight, put your phone down and give your brain the reset it needs.



DID YOU KNOW?



A sleep-deprived brain struggles as much as one that's been awake for 24 hours!

HOOK. INFORM.
ENTERTAIN. IMPACT.

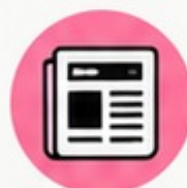
PURPOSE



INFORM
& INTEREST

To inform the reader and keep them engaged.

KEY FEATURES



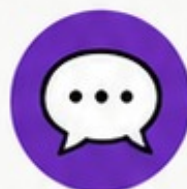
CATCHY
TITLE



PARAGRAPHS



READER
FOCUS



FACTS +
OPINION



INTERESTING
OPENING



STRONG
ENDING

TENSES USED



PRESENT SIMPLE

For general facts and opinions.

ALWAYS



PAST SIMPLE

For events and examples.

SOMETIMES



PRESENT PERFECT

For experiences up to now.

SOMETIMES



FUTURE FORMS

For predictions or developments.

SOMETIMES



PAST PERFECT

For earlier past events.

RARELY

DO



- ✓ Use a strong headline and opening.
- ✓ Organise ideas into clear paragraphs.
- ✓ Mix facts and opinions to engage.

DON'T



- ✗ Just list facts without interest.
- ✗ Use boring or predictable openings.
- ✗ Forget your reader and their interests.