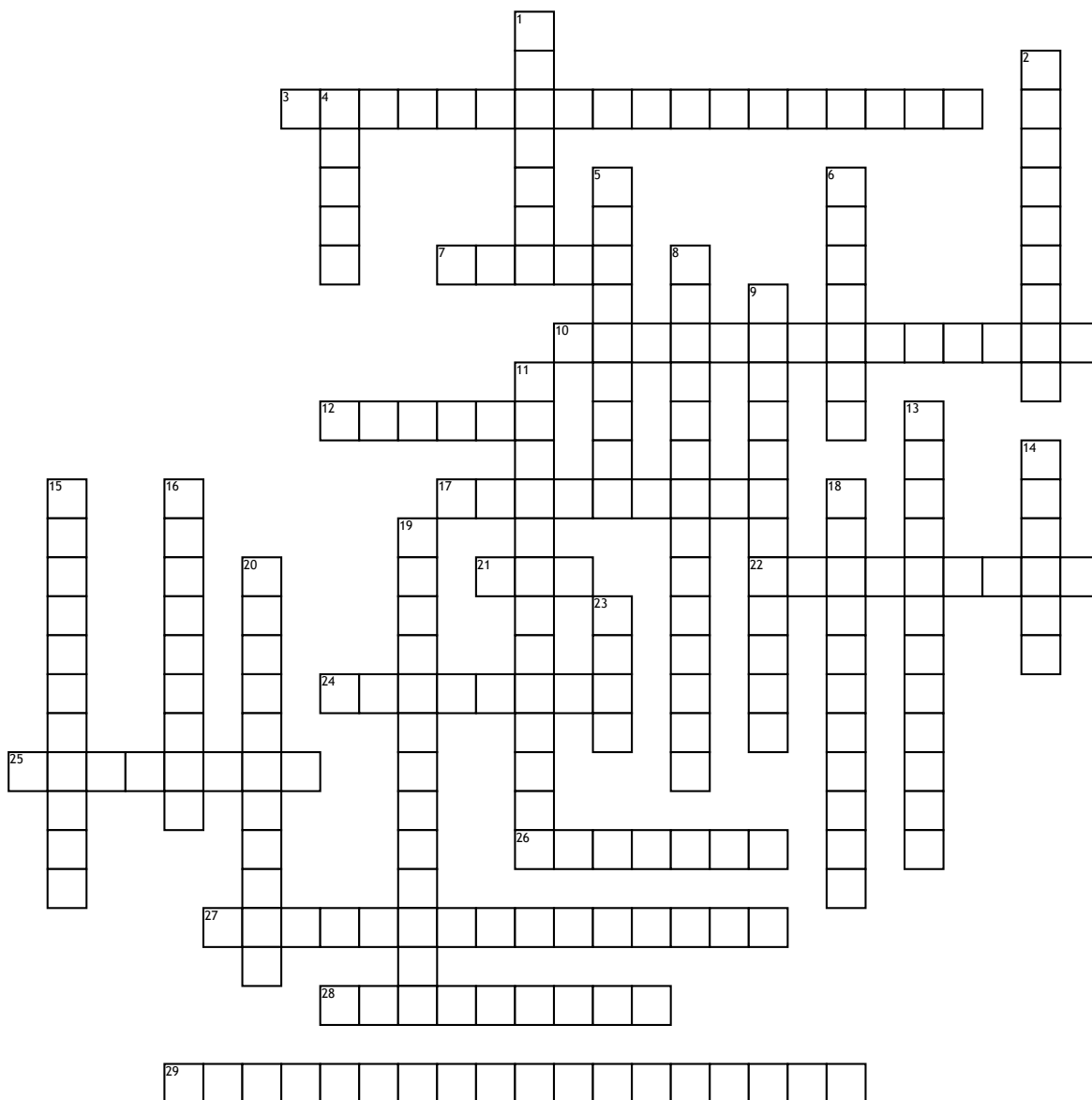


Name: _____

Date: _____

Snead



Across

3. Obvious Answer
 7. Can't be proven
 10. Easy way to solve problems
 12. Bring up something without sounding mean
 17. Happiness
 21. Fresh ideas and things
 22. Brings back old memories
 24. Leaders have this
 25. Persuaders love to compliment us
 26. Professionals, Doctors, Scientists

27. Nice looking people

28. Everyone's doing it

29. Charts, graphs

Down

1. Persuade
 2. Reinforcing the main point
 4. When we laugh we feel good
 5. People are more curious about a small one then a big one
 6. Stuff with strong emotional content
 8. Directly fully demonstrated

9. Might be with beautiful people, plain folk or experts

11. First step down

13. Stimulates feelings of pleasure

14. Time of the year

15. Person to negative idea

16. Using adjectives

18. Links products

19. Piece things together

20. Important people

23. Scare tactics