

Worksheet: 3 questions to ask when writing your ad

1. What do I have to offer?

Ask yourself	Your answers
What does my business or product offer?	
What are my key selling points?	
What makes me stand out from other businesses?	

2. What do I want to accomplish?

Ask yourself	Your answers
What action would I like my customers to take?	
When should my customers take action?	
How do I want my customers to feel about my offerings?	

3. Who are my customers?

Ask yourself	Your answers
Who are my customers?	
What are my customers' needs or values?	
What are my customers' circumstances?	

Put it all together

Consider writing different ads for your products or services.

Customer #1: _____

Headline 1 (max. 30 characters)	
Headline 2 (max. 30 characters)	
Description (max. 80 characters)	

Customer #2: _____

Headline 1 (max. 30 characters)	
Headline 2 (max. 30 characters)	
Description (max. 80 characters)	

Customer #3: _____

Headline 1 (max. 30 characters)	
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Headline 2 (max. 30 characters)	
Description (max. 80 characters)	