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) |  |
| --- | --- |
| **Headline 2**  (max. 30 characters) |  |
| **Description**  (max. 80 characters) |  |