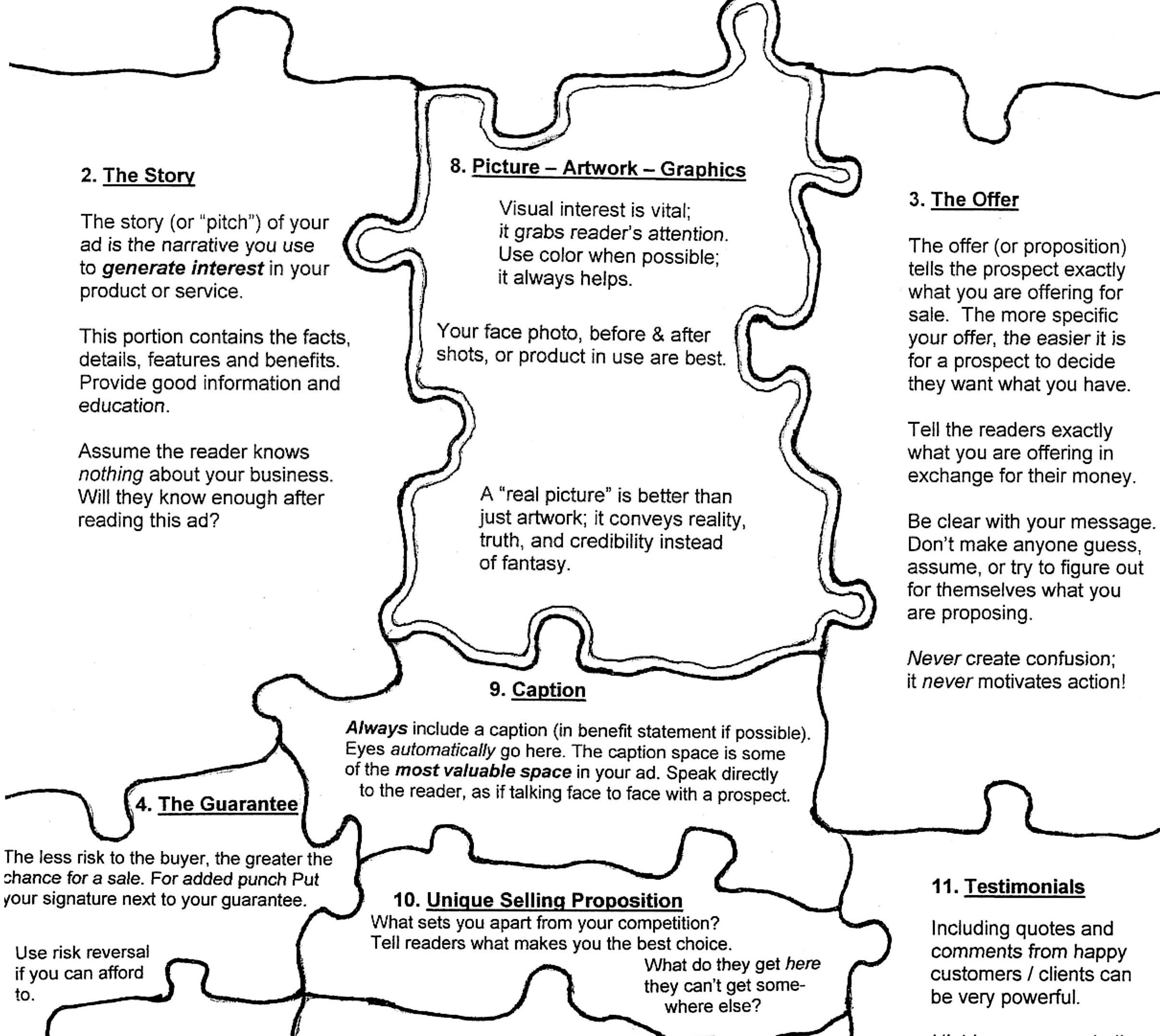
1. Benefit Headline

This is the *most important part of your ad.* The headline counts for <u>80%</u> of your ad. Grab the reader's attention with a strong headline that contains one or more specific benefits, either stated outright or clearly implied.



5. Call To Action

Always tell the reader exactly what to do next. 'Call now' 'Stop in today'

You've made your pitch; it's smart to now ask for their business.

7. Business Name & Info

Self explanatory. Do NOT use business name as headline. It has no power to command readership or to motivate action.

Company info should be reasonably small, near bottom. (Use your valuable space to entice, inform, and motivate.) Be sure to include you *full* address so everyone can find you.

Highly recommended!
Use 2 or more if space allows.

6. Tracking Method

Key every ad with some bit of information so you'll know which ads are generating a response.