

## 1. Benefit Headline

This is the **most important part of your ad**. The headline counts for **80%** 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.

## 2. The Story

The story (or "pitch") of your ad is the narrative you use to **generate interest** in your product or service.

This portion contains the facts, details, features and benefits. Provide good information and education.

Assume the reader knows *nothing* about your business. Will they know enough after reading this ad?

## 8. Picture – Artwork – Graphics

Visual interest is vital; it grabs reader's attention. Use color when possible; it always helps.

Your face photo, before & after shots, or product in use are best.

A "real picture" is better than just artwork; it conveys reality, truth, and credibility instead of fantasy.

## 3. The Offer

The offer (or proposition) tells the prospect exactly what you are offering for sale. The more specific your offer, the easier it is for a prospect to decide they want what you have.

Tell the readers exactly what you are offering in exchange for their money.

Be clear with your message. Don't make anyone guess, assume, or try to figure out for themselves what you are proposing.

*Never* create confusion; it *never* motivates action!

## 9. Caption

**Always** include a caption (in benefit statement if possible). Eyes *automatically* go here. The caption space is some of the **most valuable space** in your ad. Speak directly to the reader, as if talking face to face with a prospect.

## 4. The Guarantee

The less risk to the buyer, the greater the chance for a sale. For added punch Put your signature next to your guarantee.

Use risk reversal if you can afford to.

## 10. Unique Selling Proposition

What sets you apart from your competition? Tell readers what makes you the best choice.

What do they get *here* they can't get somewhere else?

## 11. Testimonials

Including quotes and comments from happy customers / clients can be very powerful.

*Highly recommended!*  
Use 2 or more if space allows.

## 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 your *full* address so everyone can find you.

## 6. Tracking Method

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