



## Important Elements For A Stronger Ad

Like a puzzle, each piece of your ad has tremendous value and each one contributes to the whole. Ask yourself these questions (applicable as necessary) to gather and clarify selling information for your ad. **The more puzzle pieces included in your ad, the stronger the ad.**

**NOTE: Puzzle Piece #1 is by far the most important.**



### 1. BENEFIT HEADLINE - COUNTS FOR 80% OF THE AD!

\*What is the **main reason** people buy what you are selling? \*What do they most hope or *expect* to get out of this purchase? \*What is the best thing about your business...why people should flock to you? \*What are the greatest benefits your product/service provides the customer? \*How will their lives be better, enhanced, enriched, if they buy what you're selling?

*(This is **critical** information. Every business owner should know these answers like the back of their hand. If **they don't know what is so fabulous about their business and what they offer, how can a total stranger be expected to know? It is the advertiser's responsibility to provide this information – which can then be written into a powerful headline & ad.)***

### 2. The story (or pitch)

\*What makes this product/service desirable – unique – valuable – helpful? \*Provide information, education, facts, features, etc. \*This puzzle piece is meant to **generate interest** and **stimulate desire** for your product/service. \*What can you write (or provide) for this ad to accomplish that?

### 3. The Offer

\*What exactly are you offering for sale? Be specific and clear...don't leave anyone guessing.

### 4. The Guarantee

\*Do you have a guarantee policy...what is it? \*Can we fit that into the ad? \*Want a signed guarantee in your ad?

### 5. Call To Action

\*What should people do 'first' to respond to this ad...call?...come in...?...stop by?...check website? "Tell them exactly what you want them to do *now* to begin the selling process with you" (now that they've read your ad).

### 6. Tracking Method

\*Do you track your ads to learn where your new customers come from? \*How do you know which ads are working and which are not? \*Do you run the same ad in every publication, or is each one different? \*How will you know which new clients/customers come in because of your Natural Awakenings promotion?

### 7. Business Contact Info

Self explanatory. Do NOT use business name as headline. Put this info near bottom of ad...use complete address.

### 8. Picture – Artwork – Graphics

\*What picture or visual do you want in the ad? \*Face photo: must be cropped to 'face only.' \*Make certain photo or artwork is congruent with ad's message. \*Be certain artwork does not "waste valuable space." \*Artwork should grab attention and enhance the ad's message, but not overpower it...people need information to make the "buy" decision.

### 9. Caption

\*What would you say to a potential client/customer who was standing right in front of you? \*How would you start the selling process in person? \*That's what should be in your caption, written directly *from you to buyer*...in first person.

### 10. Unique Selling Proposition – USP

\*What sets you apart from your competition? \*What do you offer/provide that no one else does? \*Why should a prospect come *here* instead of going elsewhere for this product/service? \*What "more" do you do than others?

### 11. Testimonials

\*Do you have any testimonials from happy customers that we can (edit and) use in your ad? \*Can you get any?

### 12. Font Size & Readability

The goal of a print ad is to capture the reader's attention and offer information. Marketing research has shown that anything that is visually hard to read will ultimately be chucked aside or get thrown away. Ads that pull the most number of responses normally don't go under 10-point (smaller font sizes are difficult to read) or over 12 (larger fonts are exhausting to read because your eyes have to travel far to read a few lines of text). If you ask the experts, they recommend 10 to 11 point Times (for body text) and 12 to 14 point Arial (for headlines).