

## Key Points:

- 4 Aspects of Marketing
  - Attention
  - Interest
  - Desire
  - Action
- Ad Structure
  - Headline
    - 20% of flyer
    - !, ?, \* Grabs their attention
    - Capitalise Each First Letter
    - Addresses a problem, pain point, desire, Question, Fact, Statement
  - Sub-Text
    - Give the headline a reason for being there
    - 1-2 sentences
    - Explains the solution for the item addressed in headline
  - Bullet points
    - Always an odd number
    - Listing the benefits of the product or service
  - Images (optional)
    - Displaying product or service in action / use
  - Offer
    - Must be super-compelling
    - Perceived value they will get from taking action needs to be much higher than what you are asking them to do
  - Call to action
    - Give clear directions to what they do next
  - Details
    - Phone, email, web address etc.

## Discussion Questions:

*(Make it a safe place where people understand that they do not have to share if they don't feel comfortable with sharing private / sensitive information but emphasise the importance of them still answer the question and writing it down for themselves.)*

*Wez does facilitate this along the way, therefore, in the breaks where he asks to complete an exercise, everyone should do it then you ask 1 or 2 people to share at the end of each. Be aware that this is a long video and so your facilitation throughout should be really tight and let people know that there will be time to discuss at length after the meeting.*

1. Follow Wez's facilitations in the video

## Business Building Activity:

Now you have an ad created, implement it in your business on any platform over the next month and we look forward to hearing about your results next month.

*N.B. Please do not hand these out, these are for you to guide / facilitate conversation. We suggest you ask the question and open it for discussion. If there is a void in conversation, or it is hard to get the conversation going, share your answer then ask the others if they have any thoughts. The questions are a guide only, allow discussions to carry on as long as it is still on topic. Ensure the activity is given as "homework" so people are getting value and making progress.*