

# Writing Ads That Sell



## Key Points:

- **Headline**
  - !, ?, \*
  - Capitalise Each First Letter
  - Grabs their attention
  - Addresses a problem, pain point, desire, or call them out
- **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
- **Photo (optional)**
  - Displaying product or service in action / use
- **Call to action**
  - 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
- **Details**

## 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.)*

1. Write your next ad together going through each point and discussing each other's ideas and collaborate

## Business Building Activity:

1. Read Claude Hopkins' "My Life in Advertising" and "Scientific Advertising"
2. Execute on the ad you have just created

*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.*