

Use this Advertisement Worksheet as a guide to craft your next print advertisement.

1. Benefit-Oriented Headline - *what is the most compelling benefit you offer (what need do you fill)?*

2. Visual Image - *what photo, illustration, or overall design will reinforce your message & tell your story?*

3. Body Copy - *outline points that convey your product or service's competitive advantages. How does your product or service satisfy your customer's needs, hopes, fears and aspirations.*

3a. Competitive Advantages & Benefits - *what competitive advantages do you have? What benefits do your product/services provide? Prioritize the benefits and lead off with the most powerful.*

3b. Supporting Claims - *Back up your claims with facts, figures, research, statistics, testimonials.*

4. Call to Action - *Ex. Register for a class, send money, download a free brochure, visit your website, etc. Ask them to do something. Ideally, the "action" step should be trackable (how many registered, sent money, downloaded the brochure, etc.).*

5. Contact Info - *Include company name, logo, slogan, address, phone, fax, email, web.*

Ad Specs

Size of AD: _____ Cost per Ad: _____ Number of Runs: _____ Total Cost: _____
Media: _____; _____; _____ Dates to Run: _____

