



The first step is to decide if you will try to sell something or if you are creating an ad so that people remember you (branding). Once you have decided this you can begin by following these very simply guidelines:

1. Be clear about what you want to achieve with your ad. Ask yourself – what is the goal of my ad? Do I want people to go to my website and buy what I'm selling? Do I want them to call me for more information? Is my ad just to notify people of an upcoming sale? Do I want people to remember my name? Any and all of these are good reasons to have an ad but don't try to do all of them at once. Pick ONE goal – this will be your "call to action."
2. Your wording should be concise and to the point.
3. Numbers are confusing - whenever possible try to avoid using them.
4. Use words that evoke emotion.
5. Don't be creative for the sake of being creative. Make sure it has a point.
6. A lot of words are expendable such as "that, and, as, there etc". Many of these words can be removed without losing the flow of the script.
7. Less is more. The less copy you have, the easier it is to be clear and understandable.
8. Don't Yell. Just because you are speaking a mile a minute and you have to be excited doesn't mean you have to yell at people. In fact you shouldn't be speaking a mile a minute anyhow! If someone is voicing your script they may have a hard time getting it into the time you have allotted.
9. Create urgency.
10. The mind works by ear - not sight. Remember this when writing so that you choose words that sound nice, fit together well and flow.

**Sample ads to help you – feel free to pick and chose statements and/or wording you think will work for you.**

## **Advertising**

1. Your BRAND is everything.....yes, EVERYTHING....don't miss your chance to BRAND YOUR WAY TO SUCCESS.....(subtle) BRAND IS EVERYTHING.....Grow yours with our first rate team.
2. Identity is who you are and what sells; not just the stuff you make or the service you provide.....so make sure you communicate your identity as unforgettable....loveable.....powerful.....rich.....and sexy....do it today by calling us for a complementary consultation!
3. Want to be at the heart of everyone's desire? Then get loveable.....your name, your identity, your people, your plan, and of course, your product or service. Become one unforgotten icon in the path of everyone....call us and we'll take you there.

## **Autos**

1. Want more than a car or truck? ....thought so....you want a machine....Get One.
2. Every day is deal day on our car lot whether you're looking for a new or used vehicle. We carry a wide variety of models, let you test drive as many you want, and provide a no-pressure atmosphere to shop for your next car. If we don't have what you're looking for in stock, we'll search and find it for you. Come in today and let us help you get into your next car!
3. Are you ready for some REAL wheels? If you are we've got the deal you've been waiting for, and the car you've been dreaming of. Our professional staff will find the perfect car for your needs, getting you the best trade-in value anywhere in town. Don't wait—we've got your ride.
4. The open road gives you the freedom to let loose. But unless you have the right car to take advantage of it, you're just riding in the passenger's seat. We've got the car you need. You're only a click away from the ride of your life.
5. We are your locally owned auto repair shop that delivers honest service from highly qualified technicians. We feature a number of service departments divided by type of service and make of vehicle. We service the most demanding of repairs on domestic and import vehicles. Short of putting gas in your tank, your auto repair services can be performed at our shop, with peace of mind included at no additional charge.

## **Business & Professional Services**

1. Want to do your job better? (pause) Call us to help you – that's our job.
2. We take our job of being your front line of defense seriously. (pause) ...no kidding.

## **Clothing & Accessories**

1. From your knees to your toes; from your fingers to your nose; we have all the stuff to deck you out – for fun, for dazzle...and for glamour, or for just getting you hip with the latest styles. So...shop us. Yes...shop us!
2. Let us be your clothier (pause).....We carry “gotta have it” clothing for those who want to maximize expression through breath-taking style. Check us out now by clicking directly to our website. Shop our stores or our online catalog of great savings.

## **Computer & Electronics**

1. The world of technology is changing every day ....pause.....keep pace with the latest and greatest technology advances as it becomes available by shopping our site regularly.
2. Our software makes your life easier....pause....so why not take it easy and use our software? ...pause... you'll love it!
3. Do you love the power, the performance, the innovation, flexibility, connectivity, mobility and security of technology? We do. Buy online with us.

## **Financial/Banking/Loans**

1. 70% of households own their home, shouldn't you be among them? Owning a home is one of the best investments you can make. We understand your needs and want to help make your dream a reality. We take the mystery out of the mortgage process with fast courteous service, great rates and the ability to work with all types of financial situations. So if you are looking to buy your first home or improve the one you have we will make it happen with you! Call us today or apply online.

## **Florist**

1. When you order flowers from us you'll be sending arrangements created by award-winning floral designers! We collect our plants and flowers from all over the world delivering them in garden-fresh condition. We also offer gift baskets overflowing with gourmet items and the choicest seasonal fruits. All of this is backed by our 100% satisfaction guarantee! Our highly trained staff is ready to assist you with placing orders for local delivery or anywhere in the world – call now!
2. We offer the freshest, most unusual flowers, many of them grown in our own garden. We bring a true European flair to all of our creations. We pride ourselves in friendly, knowledgeable service and truly listen to our customers, delivering more than what is expected. Our experienced staff can help you with any flower or gift giving need. We enjoy hearing what you need and guarantee your satisfaction. We turn your feelings into flowers! Call us today!

## **Food**

1. Our market carries unique ingredients and fresh produce for shoppers in a hurry that need to be supplied with everything to make delicious meals in short order. We also offer prepared meals, frozen items and a deli with a wide range of meats, and cheeses.

## **Furniture**

1. We have been providing the northwest with quality new and pre-owned furniture for many years with showrooms to serve your shopping needs. Our core values are established in Customer Service Excellence, exceeding customer expectations, and delivery of professional guidance and support. We offer case goods as well as modular systems, seating, desks and cabinets – all at greatly reduced pricing. Come and visit us soon.

## **Health & Fitness**

1. Are you ready to change your life, [pause] and look great doing it? Fitness isn't just a choice; it's a frame of mind. With our cutting edge equipment, and our trained staff of personal trainers, we'll have you feeling-and looking better than you ever thought possible. [Shots of beautiful people working out] Well? What are you waiting for?

2. Summer is coming, and that means the beach. If you're ready to look and feel your best, we've got the gym you've been waiting for. Come down for a free tour, and we'll have you ready for summer with a body that you can be proud of!
3. We offer a team approach to personal training that combines unique strengths, knowledge, ideas and education that far outweighs the benefit of working with a single trainer. Each workout is customized to an individual's fitness level and incorporates a variety of fun, challenging exercises that are specific to a client's goals and objectives. With high energy and encouragement, clients can count on a stimulating workout every time. Call us TODAY to for a healthier TOMORROW!
4. We provide a full service health club offering a modern, fully equipped fitness center, certified trainers, championship boxing conditioning and instruction, an international squash club, Pilates training and an extensive selection of group classes. After your workout members can de-stress in one of our full service locker rooms equipped with full amenities, complimentary towel service and steam or sauna rooms. Contact membership services for a tour of the club.

## **Lawn & Garden**

1. It doesn't matter if it is springtime bulb-blooming, the lazy days of summer, or fall harvest, there is a never-ending need to care for your garden. What better way to do it than with top of the line lawn and garden supplies at our everyday low prices? Visit us soon and make your yard, deck or patio the best place to hang out at your home!

## **Medical/Dental**

1. Are you ready to make your teeth whiter than ever? Looking to get them into perfect alignment? Need to find a dentist that cares about you and your dental plan? We are in the business of creating happier smiles by providing any dental service you need with thought and care about your comfort, so book your appointment today and smile with style.
2. Our efficient and dedicated staff invites you to enjoy our relaxed and comfortable office that creates an atmosphere that even children will remember with a smile! We are highly motivated to provide our patients with the ultimate in quality cosmetic and dental care, focusing on immediate dental problems as well as long-term treatment. We provide you with the ultimate in-patient care for your entire dental and cosmetic care. Please call today to set your appointment with our friendly, caring staff.

## **Personal Care**

1. Give yourself or someone else the gift of a day at our Spa and Laser Center. Our services meet most anyone's need for skincare, massage, body exfoliation, slimming and toning treatments, waxing and electrolysis. We also offer a wide range of laser treatments. Our professional staff cares about helping you become treated to what you yearn for. Call today for an appointment or gift card.

## **Real Estate**

1. Are you looking for a new home? If so, we would like to offer you personalized services to get it done in a timely and efficient matter. Time is precious to you and so expect us to listen to you closely and learn what your preferences are so that we only show you what you might be interest in and is within your budget. And if you have a home for sale also trust that we will only bring qualified buyers to look at it. Call us today for a no obligation consultation about our services.

## **Restaurants**

1. Join us for lunch or dinner and pick from our extensive menu of fresh salads, succulent cuisine and heart-healthy dishes. We pride ourselves in offering you an ambience for relaxation, food that will satisfy you, and service that surpasses none. We look forward to serving you very soon.
2. Widely regarded as a "must visit" by locals and travelers alike, we are world-renowned for impeccably fresh Northwest seafood. Our culinary professionals hand selects the best products from local purveyors and then prepares them simply to enhance the naturally fresh, clean flavors and succulent textures. The menu changes weekly to reflect what is seasonally and locally available. Combined with our spectacular bayside view we offer the quintessential Northwest seafood experience. Please visit our website or call today for reservations.

## **Travel**

1. Looking for the perfect get-a-way? Look no farther! We offer great packages, plush rooms with turn-down service and late check-out. We will also help you enjoy everything our destination has to offer from activities and dining to great entertainment. Search for availability on the web or call us right away to book a vacation you won't soon forget!