

Quick reference...



Elements of a **DISPLAY ADVERTISEMENT**

- 1 Use a headline (Statement at the top of the ad) that makes readers want to read on. The headline should be seven words or less. The most effective header words are:

• YOU • SAVE • NEW • GUARANTEE • FREE • HEALTH

Followed by:

• MONEY • RESULTS • EASY • SAFETY • LOVE • DISCOVERY • PROVEN

You can absolutely combine some of these "Power" words for even more emphasis. For example: "You will Love the Results".

- 2 Tell readers the reasons they should consider doing business with you. Reasons can be as simple as: the benefits of using your service, things you do differently than your competitors, sale/special offer. In a sale/special offer ad, a sense of urgency should also be accented.

This section of the ad usually includes the call of action (ie: call today).

- 3 Be sure to include graphics in your ad that make sense.
- 4 Make sure the ad signature is easy to read. An ad signature is who you are and your pertinent information. This section of the ad should include your name, logo, address, phone number, website, hours and credit card symbols.