

# Worksheet: 3 questions to ask when writing your ad

## 1. What do I have to offer?

What to ask yourself	My answers
What does my business or product offer?	
What are my key selling points?	
What makes me stand out from other businesses?	

## 2. What do I want to accomplish?

What to ask yourself	My answers
What action would I like my customers to take?	
When should my customers take action?	
How do I want my customers to feel about my offerings?	

## 3. Who are my customers?

What to ask	My answers
What's my customer demographic?	
What are my customers' needs or values?	
What are my customers' circumstances?	

## Putting it all together

We've included space below for you to write up to three different ads for your business.

**Customer #1:** \_\_\_\_\_

<b>Headline</b> (max. 25 characters)	
<b>Description Line 1</b> (max. 35 characters)	
<b>Description Line 2</b> (max. 35 characters)	

**Customer #2:** \_\_\_\_\_

<b>Headline</b> (max. 25 characters)	
<b>Description Line 1</b> (max. 35 characters)	
<b>Description Line 2</b> (max. 35 characters)	

**Customer #3:** \_\_\_\_\_

<b>Headline</b> (max. 25 characters)	
<b>Description Line 1</b> (max. 35 characters)	
<b>Description Line 2</b> (max. 35 characters)	