

What makes a **good** advertisement?

Good ads look effortless and grab our attention without our even noticing!
Advertisers use some basic guidelines to get our attention and sell us their products.
Here are the basics...

ad·ver·tise

verb

1 : inform, notify.

2 : to call public attention to esp. in order to sell.

1. grab attention. (interrupt!)

A good ad must grab people almost immediately. It is very important that your ad be able to grab someone who glances for just a second. Force people to take a second glance instead of moving on.

2. Hold attention, create interest.

People generally purchase what they DESIRE, not necessarily what they need. So creating INTEREST and DESIRE are inseparable. The visual, headline and copy need to give a prospect the desire to have what you are offering. This sometimes done by promising a benefit, "You could look like THIS in 10 days"

3. Make it believable, prove it.

Support and reinforce the claims made about the benefits and reasons to use the product. This can be achieved in many ways:

- Testimonials
- research, statistics (i.e., 4 of 5 dentists recommend....)
- Celebrity endorsements

4. Urge action.

Finally you need to give the customer a reason to act now, and make it easy for them to do so. A strong "Call to Action" literally urges action from the customer and often has an incentive attached to it.

Here are a few examples:

- Limited time offer. Call today!
- FREE 2 MONTHS when you sign up before Dec 15th!
- Sign-up online and be Entered to Win a trip to.....