

Some “Don’t Forgets” about Advertising

These are things to include in your ads that will help you communicate your message. Ask yourself if your ads have these things in them. If you check “no” for any of the items, what can your company do to change this to a “yes” in future ads?

Clear “message-at-a-glance”? Can you tell quickly what the ad’s all about?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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A benefit in your headline?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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Art/photo/illustrations support the headline?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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Easy to read and follow?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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Type large and legible?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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Company clearly identified?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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Phone number and website?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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Customers will know how to order?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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