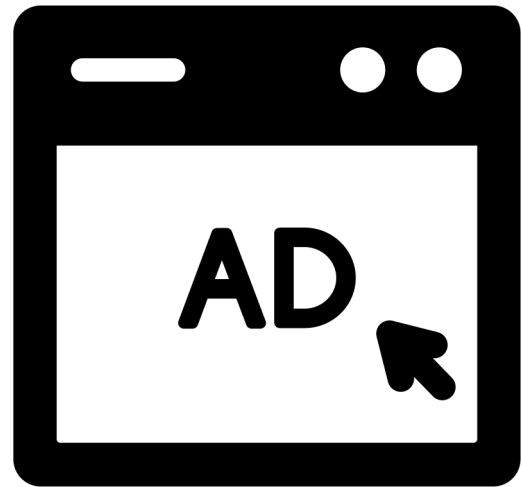


SERG'S SIMPLE AD FORMULA:

EYE-CATCHING HOOK
+
PROBLEM AWARENESS
+
ENGAGE & INTRODUCE YOUR BRAND
+
CLEAR OFFER BREAKDOWN
+
**CALL TO ACTION &
LINK TO LANDING PAGE**
=
A SOLID ADVERTISEMENT



IS YOUR DIGITAL AD READY TO DEPLOY? (THE BASICS) - WORKSHEET:

Create an eye-catching hook that both directly addresses your target audience:

Option 1: _____

Option 2: _____

Option 3: _____

Choose what you think will work best!

What problem will you address that your product/service can solve?:

How will you introduce your brand and show the viewer that your product/service can solve their problem?:

What is your offer? Break it down to simple terms. Explain it like the reader is 5 years old:

Do you have a clear Call To Action (CTA) and a direct link to a buy/subscribe page?:
 YES NO (If no, please make the necessary edits to correct this)