



TheGredeCompany

30-SECOND MARKETING TIP



What Makes a Good Ad?

Ultimately, the best advertisement is one that sells.

Answer these three questions to help you create a “great” advertisement.

First, does it have impact? Does it break the boredom barrier? Does it grab the prospect’s attention? Will your ad stand out and stop her from turning the page? Or from changing the channel?

Second, is it focused? Does the ad communicate the primary benefit and **ONLY** the primary benefit?

And **third**, is it honest? Would you be willing to show it to your own mother?

Follow these simple rules to make better ads, and bigger sales.

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