

## AD DESIGN WORKSHEET

*Please complete this form and hit submit button or email form to [Maria@machalek.com](mailto:Maria@machalek.com)*

Company: \_\_\_\_\_  
Website: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

1) **HEADLINE**

The what's in it for them? Your headline and will appear at the top of your ad.

2) **PRODUCT**

What is the product(s) or service(s) you would like to feature?

4) **KEY BENEFITS**

Name the key benefits of your product. Why is it better than the competition?

4) **SPECIAL OFFER**

What special offers can you promote to drive response? How can people redeem this offer?

*Note: Having an offer gives buyers more incentive to respond and boosts response. Limited time offers create a sense of urgency.*

5) **COPY**

List any specific copy that you would like included that was not covered in the previous questions.

6) **IMAGES**

Do you have any images or a logo that you would like to see on the ad?

Yes. Please email your images to [Maria@machalek.com](mailto:Maria@machalek.com)

Please use imagery from my website Note: Web images are low resolution so this will likely not work, the images may print blurry and pixilated

No, I would like art to appear on the ad, but I have nothing appropriate.

7) **TRADE SHOWS**

List any upcoming trade shows where your company will be exhibiting. Include booth information.