

# AD PLANNER WORKSHEET

This worksheet will help you plan ahead effectively so you can write **persuasive advertisements**. It's also a useful starting point for other marketing copy, from social media campaigns to landing pages.

**Product or Service** (the thing you're advertising)

**Objective** (what you want to happen as a result of this marketing activity)

**Audience** (your target reader/customer)

**Features** (key facts about the product or service)

**Benefits** (what's in it for the user)

**Platform** (where your ad will appear)

**Call To Action** (what you want people to do next)