

BEGINNINGS - open

Develop a clear and engaging open. Brainstorm and write three options for each of the three established ways:

1. Question open
 - a.
 - b.
 - c.
2. Exclamation open
 - a.
 - b.
 - c.
3. Three words open (three words per, not three words total)
 - a.
 - b.
 - c.

ENDINGS – Call to action

Know what you want your audience to do at the end of the commercial. Write down three options for a Call To Action:

- a.
- b.
- c.

MIDDLE – 70 words

Select one of your nine open options, and one of your CTA options. Count the number of words. The total number of words in your ad is 70. Subtract the number of words in your open and call to action from 70. Now, you have that many words to sell your product or service.

BONUS POINT – tie it all together

Your ad will be far more impressive if you can, somehow, relate your call to action with your open.