

Your basic script for writing a good ad

Here is a very basic, quick script for writing copy for ads. Of course, it ought to be a more in-depth approach; but this is the basic approach you should take. It's more of a refresher for those who already write ads.

 By [Claudio Milo](#) 28 Aug 2013

Make the customer the protagonist

Potential customers will only read if the content is centred around them. They will only have interest if the topic relates to their lives, personally. There are exceptions, of course.

Tip: Find a way to make your ad about them.

Make the brand the supporting role

The benefits of the brand must only be mentioned if they will support the main idea, which is the story of the customer's life - the customer's problem or pain.

Tip: Soft-sell the benefits. Find a way to incorporate the brand's benefit into the main idea.

Make it a blockbuster

Keep it entertaining. Pick an angle that is entertaining. Remember, the reader will need to be entertained in order to become a customer.

Tip: Find a way to make it flow like a story - make it fun, enjoyable, memorable.

Make it a happy ending

Link up the brand and the customer - unite them and provide a result by suggesting that if both the customer and the brand combine, a solution to the problem will be resolved.

Tip: Try to present a picture or a solution that will give the customer a happy ending.

Make sure there's a sequel

Leave the reader on a hook. In ad writing, the "to be continued" hook is a call to action - in this way the reader will not know everything, and will therefore be intrigued to find out more.

Tip: Try to entice the reader to want to become a customer.

ABOUT CLAUDIO MILO

Claudio is a copywriter with work experience relating specifically to commercial literacy-as a copywriter with years of experience in writing copy for many public relations companies. Various brands, his skill-set is poised to contribute greatly to public relations companies or advertising agencies in which his specialised sense of accuracy and efficacy for copy must be an asset. His area of expertise lies primarily in copywriting-especially in press releases - and corporate copy editing, proofreading. Twitter [claudio_milo](#)
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