



Easy Ad Review

- 1. Headline – Does your Target Market want to know more?**
- 2. Offer – Is it attractive, will it get them to take action?**
- 3. Uniqueness – WHY are you Unique & do they care?**
- 4. Proof – Do you have Proof to back up your claims?**
- 5. Call to Action – Is it clear AND can they act on it?**