



Design and marketing

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FOUR EASY WAYS TO IMPROVE YOUR ADVERTISING

Use this simple formula to make your advertising more effective. It has been the basis of great advertising for decades and is a useful guide to check your current advertising against.

- 1. Attention**
- 2. Interest**
- 3. Desire**
- 4. Action**

1. Attention

Let's start by getting their Attention with a punchy headline.

Keep it short and simple to get them to read more. Something like: FREE CHOCOLATE

2. Interest

The first line of the body copy should get them Interested and happy to read more. Involve the reader by using the word 'You'. It's everybody's favourite subject after all. Talking about yourself makes you a bore at a party and a bore on the page. So make sure your advertising speaks to the reader to capture their interest.

3. Desire

Describe your product or service in terms that create Desire. The many features of your product may get you excited, but it is the benefits that get your prospective client hooked. Always convert features to benefits. Benefits sell. When people desire the benefits you can offer they will be persuaded to buy. Don't tell them everything. Give them a reason to contact you for more information, a demonstration or sample.

4. Action

Make your call to Action clear and simple. Decide what you want them to do and then tell them how to do it. Whether you're after a phone call, an email contact or a visit to your store make it bold and direct and if possible, free.

Check your current advertising against these simple rules and see what improvements you can make.

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