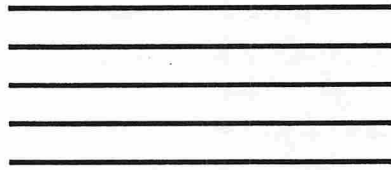


2nd Edition

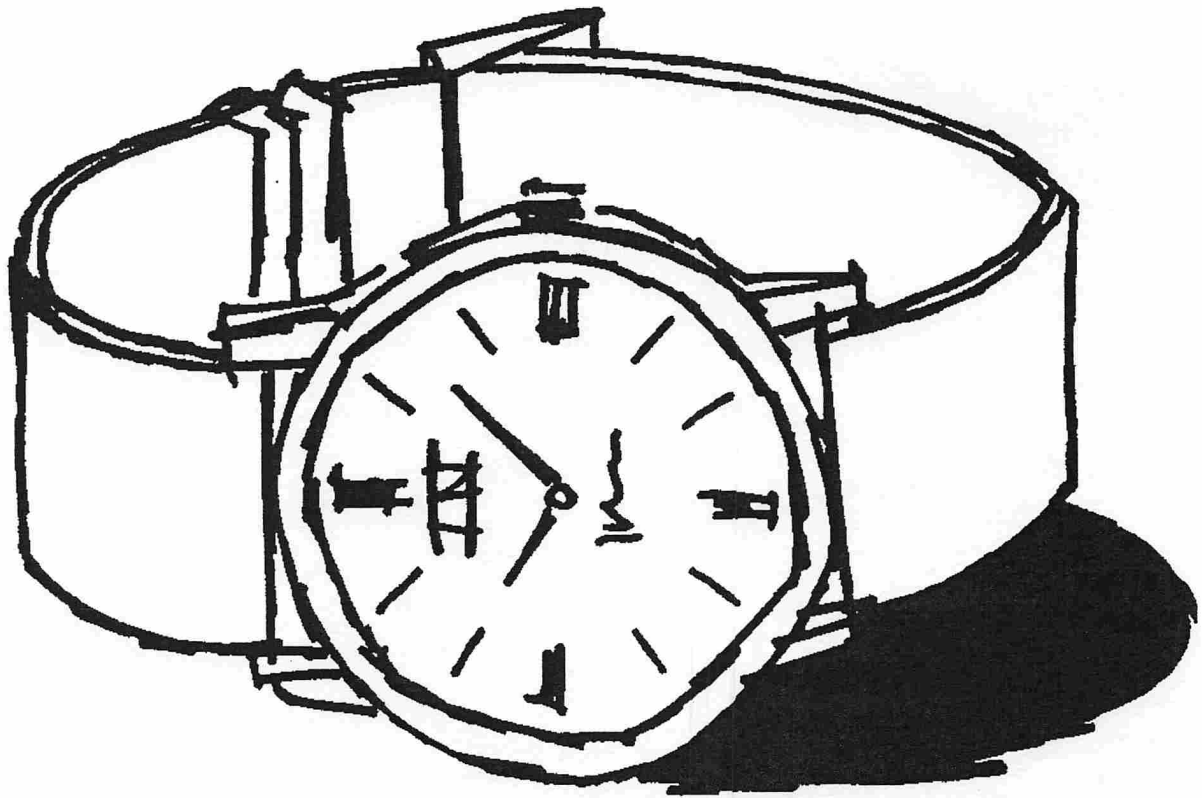
Basics of Layout and Copy

Presented by John Foust



\$000

Logo 1



V

ALL UPPER CASE

Outline type

E

Condensed headline

R

Handwritten

T

One line headline

I

One line headline

C

Two line

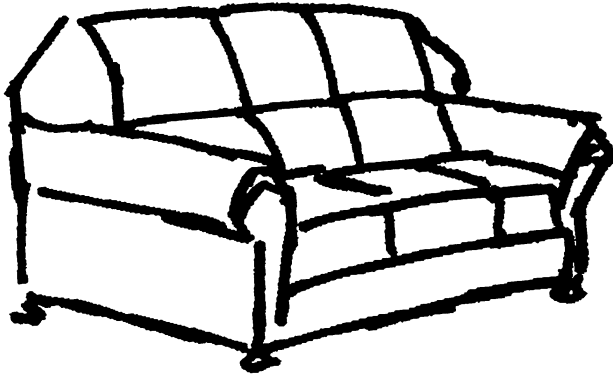
headline

A

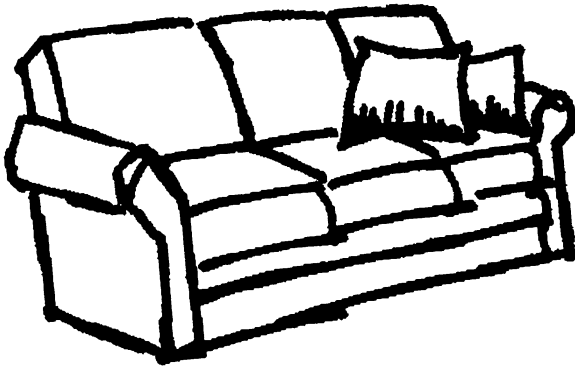
Two line

L

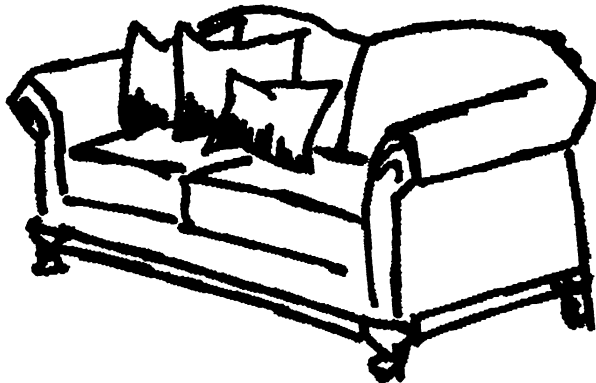
headline



\$0,000



\$0,000



\$0,000

Logo 2

Old English Headline

Script Headline

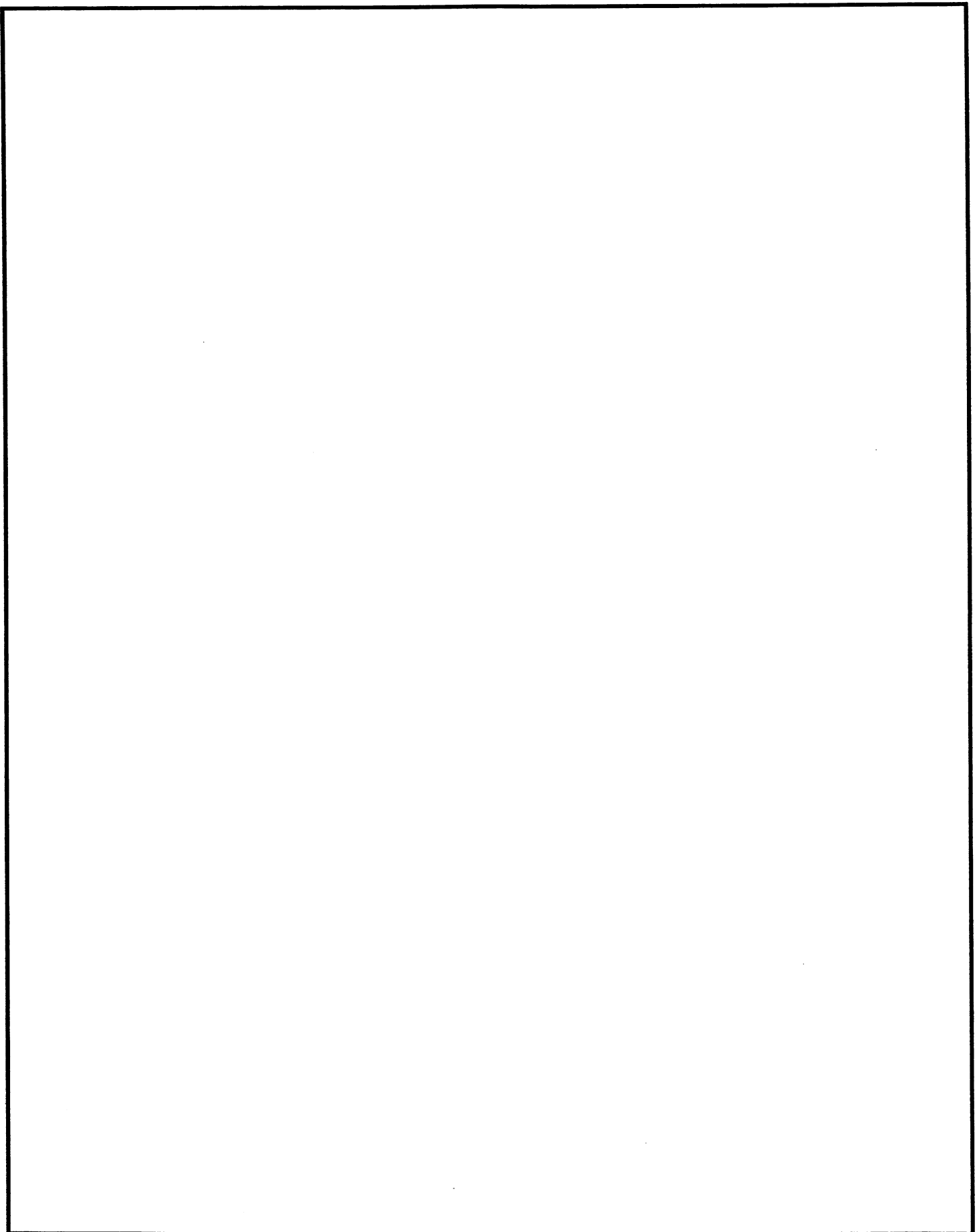
W i d e l y - s p a c e d
c h a r a c t e r s

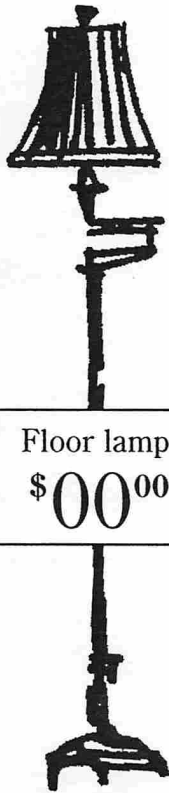
One line headline

One line headline

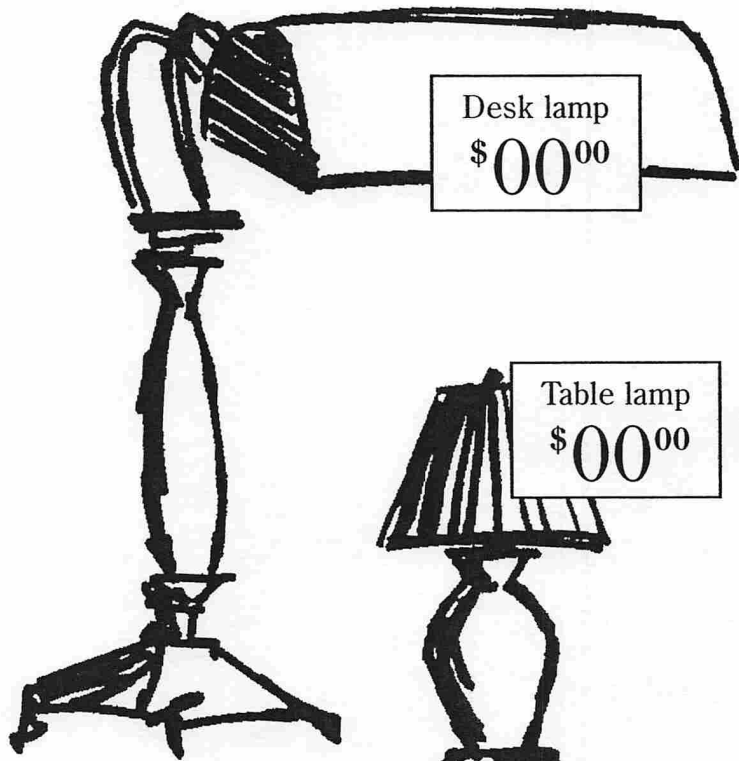
**Two line
headline**

Two line
headline





Floor lamp
\$00⁰⁰



Desk lamp
\$00⁰⁰

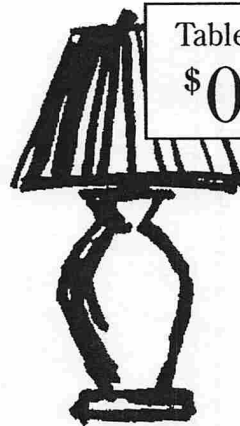


Table lamp
\$00⁰⁰

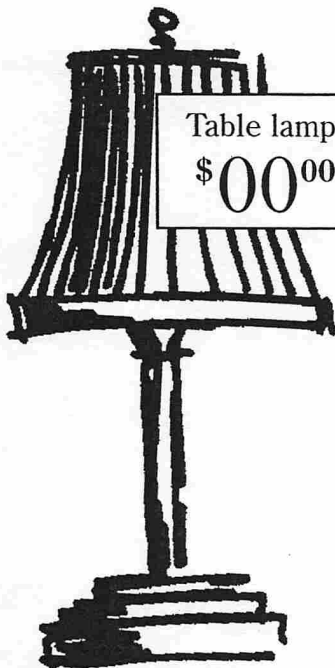
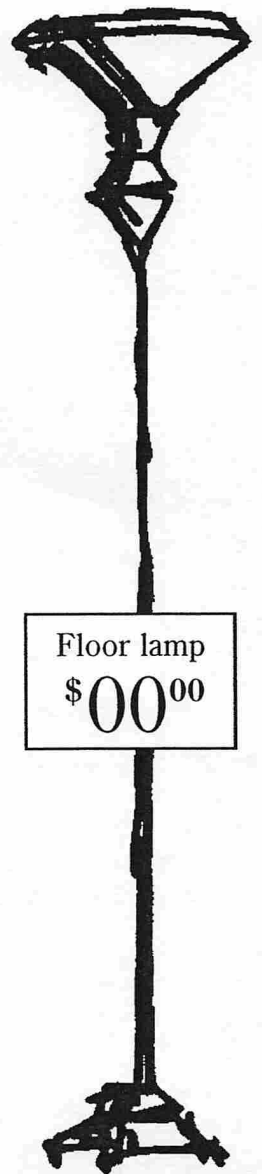


Table lamp
\$00⁰⁰



Desk lamp
\$00⁰⁰



Floor lamp
\$00⁰⁰

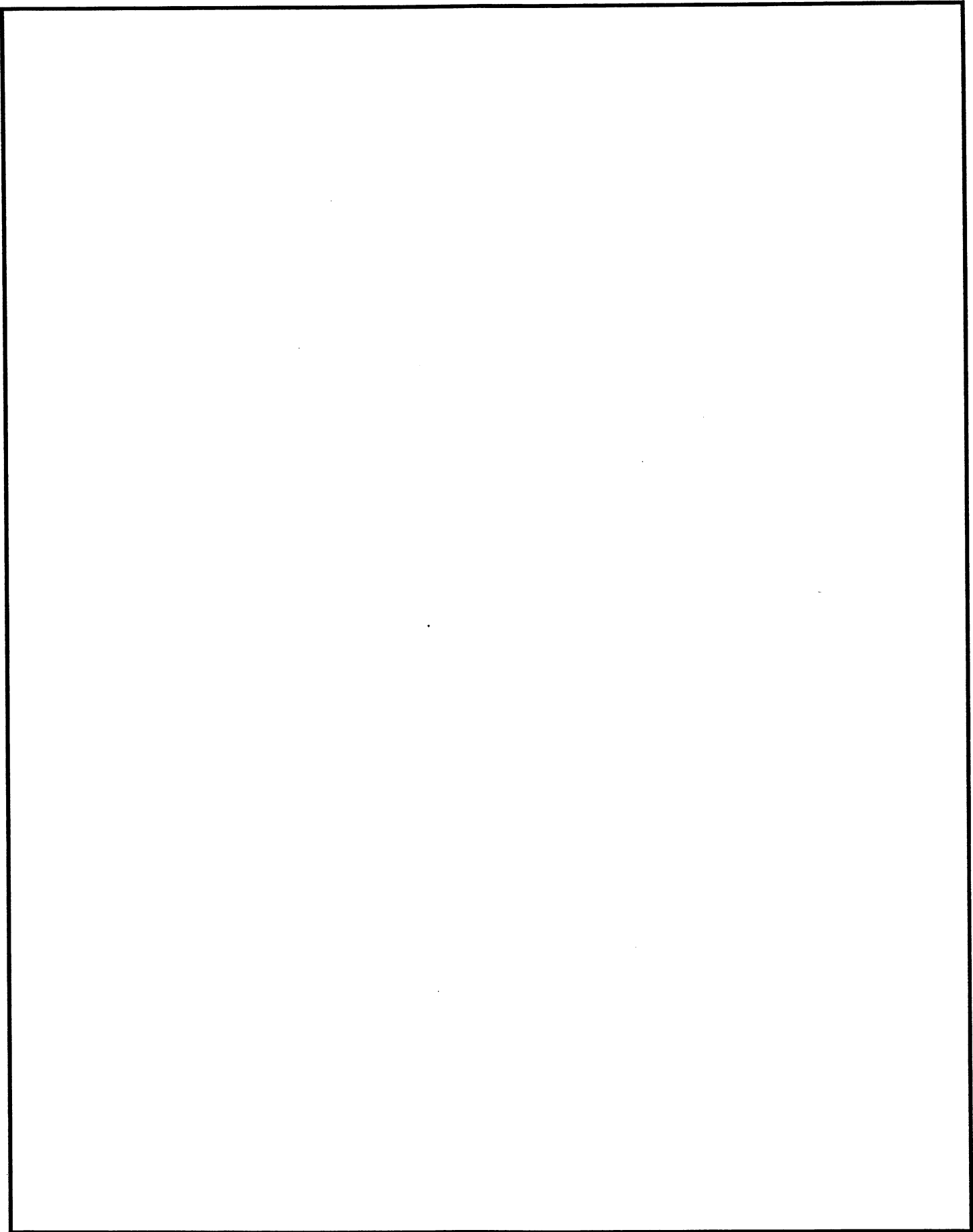
Logo 3

One line headline

One line headline

Two line
headline

**Two line
headline**



Logo4



Sweater \$00⁰⁰



Sweater \$00⁰⁰

One line headline

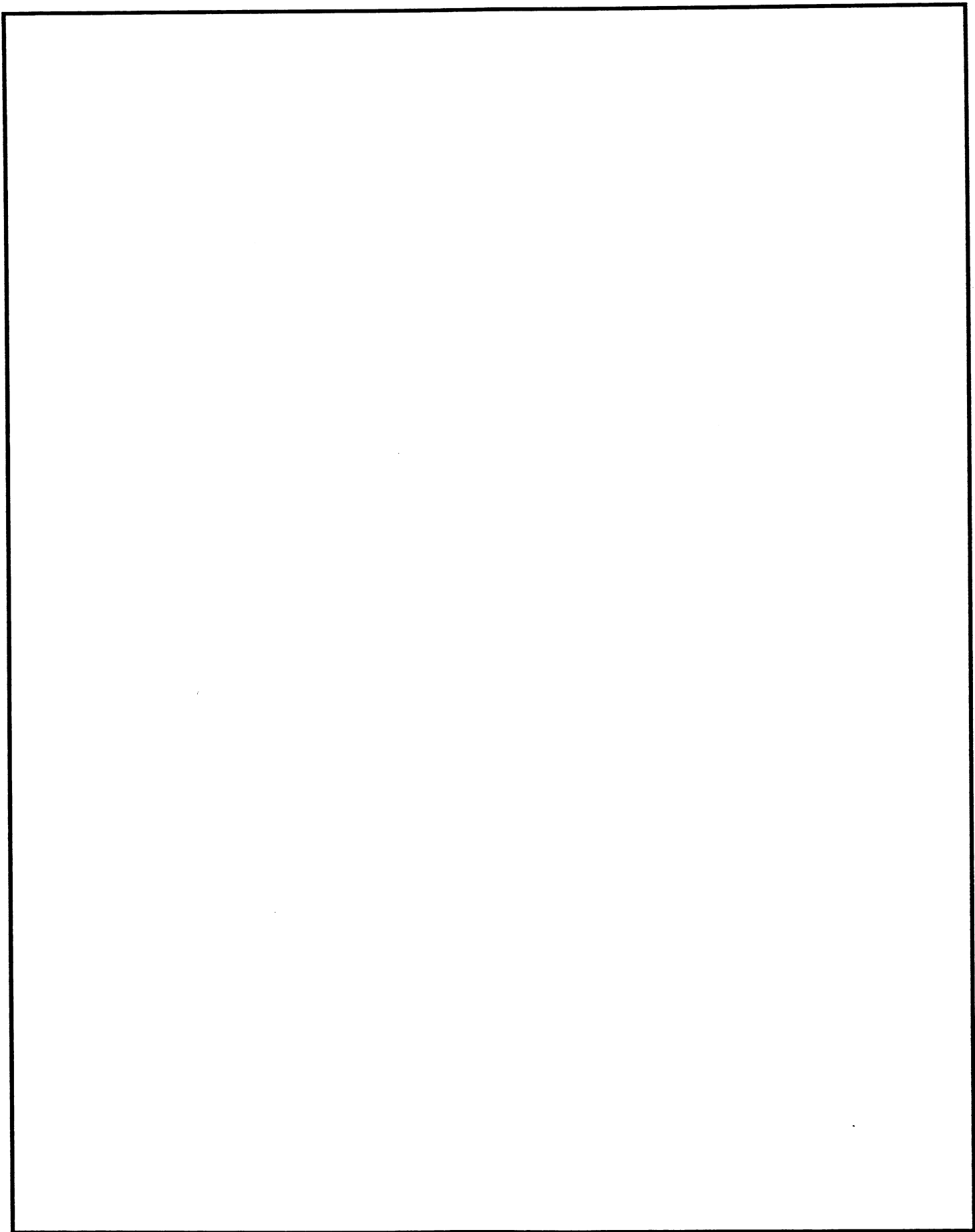
One line headline

Two line
headline

**Two line
headline**

Three
line
headline

**Three
line
headline**



Ad-Formation Sheet

Who

is your target audience?

What

are the features and benefits of your product / service?

Features

Benefits

- | | | |
|----------------|---|-------|
| 1 _____ | → | _____ |
| 2 _____ | → | _____ |
| 3 _____ | → | _____ |
| 4 _____ | → | _____ |
| 5 _____ | → | _____ |
| 6 _____ | → | _____ |
| 7 _____ | → | _____ |

When

can your target audience use your product / service?

Where

is your competition coming from?

Where are they advertising?

Why

should your target audience buy now? (Make an offer.)

How

can you differentiate your advertising from your competitors' advertising?

Ad-Formation Sheet (*Ceiling Fan*)

Who is your target audience?

What are the features and benefits of your product / service?

Features

Benefits

- | | | |
|--|---|----------------------------|
| 1 Can cut cooling costs by as much as 40%...and heating costs by as much as 10% | → | Save money |
| 2 Fan uses about as much energy as a 100-watt light bulb | → | Inexpensive to operate |
| 3 Non-wobbling canopy system | → | Quiet |
| 4 Remote control available | → | Easy to operate |
| 5 Variety of sizes, styles and finishes...with or without lights | → | Fit just about any decor |
| 6 Interchangeable, multicolor blades are available | → | Customize for child's room |
| 7 15-year warranty | → | Peace of mind |

When can your target audience use your product / service?

Where is your competition coming from?
Where are they advertising?

Why should your target audience buy now? (Make an offer.)

How can you differentiate your advertising from your competitors' advertising?

Headline Starters

Benefit

- ▶ How to _____
- ▶ Save _____ on _____
- ▶ A quick way to _____
- ▶ An easy way to _____
- ▶ Now you can _____
- ▶ Free _____
- ▶ _____ in half the time.

News

- ▶ Introducing _____
- ▶ Announcing _____
- ▶ New _____
- ▶ Finally, _____
- ▶ At last, _____
- ▶ Beginning January 1, _____

Curiosity

- ▶ Ask a question.
- ▶ Make an unusual statement.

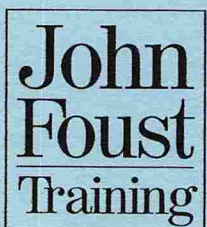
Surprise

- ▶ Make the point in a startling or unexpected way.

Feature	Bridge	Benefit

Benefit	Bridge	Feature

Bridge	Feature	Bridge	Benefit



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