

8 Compelling Ad Copy Headlines

Instructions: Practice writing compelling ad copy using the different ad headline techniques. Try and do at least 2 per headline type.

Headline 1: Direct - eg New superman t-shirts in stock now!

Headline 2: Indirect - eg What to Expect from Email Marketing

Headline 3: News - eg We're Now Shipping to Canada

Headline 4: How to - eg How to grow your business with social media.

Headline 5: Question - eg Have you tested your fitness level lately?

Headline 6: Command - eg Grab the download, Now!

Headline 7: Reason Why - eg Everything you need to know about using Later

Headline 8: Testimonials - eg After switching to [Product] our productivity has never been better.”
