

Tips for Creating a Winning Idea Pack Ad

Capture the attention of a busy PTO or PTA leader by following these tips to create an impactful, winning ad.



Catch the reader's eye with a good, simple headline

- Entice the reader with a special offer, free sample, free trial period, or sweepstakes.
- Add value to your offer by highlighting the quality of your product or service.



Keep the copy short

- Split any paragraph that exceeds three sentences.
- Use bullets to present key points.
- Keep the ad simple and uncluttered—white space makes your message stand out.



Present the "call to action" early and often

- Give the reader a reason to respond now, such as a limited time frame or offer to the "first 100 people."
- Describe the action—"Visit our website to enter..."



Choose art and photos for impact

- Use colorful images or artwork.
- Showcase your product with close-ups.
- Consider using one great photo instead of multiple images.



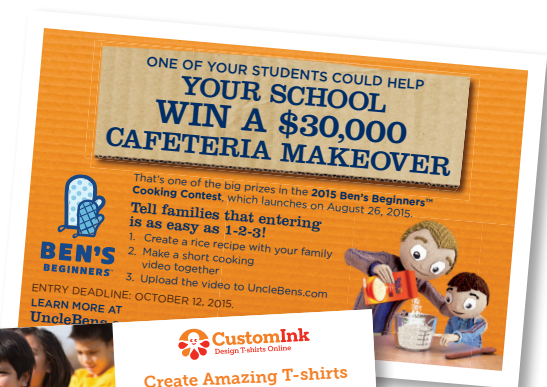
Sell the offer, not the product

- The goal is to get a response to your ad, not to sell 1,000 widgets. Concentrate on directing busy leaders to your website for information.



Focus on 1 or 2 key benefits

- Highlight just a few aspects of your product or service.



For a small design fee, PTO Today can help design your Idea Pack card.

