

# THINK BEFORE YOU CREATE

## An Advertising Brief Worksheet

Complete this before creating your next advert.



### 1. Who are you trying to reach?

Describe one ideal customer.

Age:

Lifestyle:

Interests:

Biggest challenge:

Why would they choose you?

### 2. What problem are you solving?

What frustration, inconvenience or desire does your product or service address?

### 3. How do you want people to feel?

Tick all that apply.

- ☐ Curious
- ☐ Happy
- ☐ Inspired
- ☐ Reassured
- ☐ Excited
- ☐ Confident
- ☐ Safe
- ☐ Relaxed
- ☐ Hungry
- ☐ Something else:

### 4. What is your Blue Ball?

Everyone has red balls.

What is the one thing only your business offers?

### 5. What proof can you provide?

Instead of saying you're great...

What evidence can you show?

Customer reviews?

Photos?

Case studies?

Awards?

Demonstrations?

Real stories?

### 6. What action should people take?

Choose one.

- ☐ Visit
- ☐ Call
- ☐ Book
- ☐ Buy
- ☐ Learn more
- ☐ Download
- ☐ Share
- ☐ Other:

### 7. Your Brand Personality

If your business were a person, what three words would describe it?

- 1.
- 2.
- 3.

### 8. Your Message

Complete this sentence.

We help \_\_\_\_\_  
to \_\_\_\_\_  
so they can \_\_\_\_\_

### 9. Now Create

Only now should you ask AI or a designer to produce your advert.

Include everything you've written above.

The more understanding you provide, the more original and effective the result is likely to be.

\_\_\_\_\_ “ \_\_\_\_\_

*Artificial intelligence can stack all the balls perfectly. It cannot decide which one should be blue. That decision belongs to you.*

\_\_\_\_\_ ” \_\_\_\_\_



**Mad  
BlackCat**