

KIB WRITES

A Guide to Writing Advertising Copy & Persuasive Writing

Name: _____

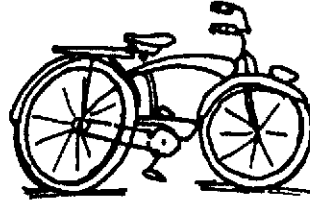
Student Worksheet #3

WANTED: MORE DETAILS

PRACTICE: Below is a very simple ad advertising a bike for sale. Rewrite this ad to make it more interesting by following the instructions. Make the ad make you REALLY want to buy the bike. You can make the ad better by adding details to give the reader more information.

FOR SALE BIKE

Good bike for sale.
Call 555-7849



- (1) The headline above says only **FOR SALE BIKE**. Rewrite a new headline that will grab the reader's attention. Make the bike sound exciting! The headline cannot be longer than 5 words.

- (2) List three to four reasons why this bike will be a good deal. Ask yourself, "What would be the benefits of owning this bike?"

- (3) Tell what the reader should do to buy the bike or to get additional information about the bike.

JUST FOR FUN: Ads with humor

Imagine you have a first period physical education class. You want to trade this class because you hate to exercise in the morning. To get someone else to trade with you, you have to convince him or her that your first period physical education class is worth taking, exciting and all that. Try to come up with reasons why he or she should trade with you. Your ad could describe how first period is a great way to jump start your morning. There is very little reading in first period PE. Your ad might look like the one below.

FOR TRADE 1st period PE. Jump start your day WITHOUT having to take notes or having to read. Begin your day with movement and action. Will trade for afternoon PE class.