

# Critical Thinking

Plan your own advertisement.

What will the headline be? It needs to be an attention grabber!

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What is the need? Your product must fill the customer's need.

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What will keep the interest or build the interest?

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What will your testimony say? It helps to promote it by stating why others like it.

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What will your ad say that will create the desire for the customer to want what you are promoting?

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What will be your final attention grabber to ensure the customer takes action?

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