

Form 16 **Write a long copy advertisement**

This is where you will write the long copy of the advertisement. Use the long copy advertisement anywhere where you are not restricted by space and the number of words you can use, for example letters to associations, mail outs and fax outs to potential buyers, website advertising and in some instances trade magazines.

Step 1:

The instructions for each part of the advertisement are set in the same order. The first one is the description of the particular section of the advertisement, then the example in yellow then space for you to write your copy. To help you write your own advertisement, read the descriptions and look at the example for each section, as well as the two examples of advertisements following these instructions.

Headline

The headline needs to grab the readers' attention and to tell them that this is an advertisement for a business for sale. It must appeal to as many buyers as possible and should contain a few clear and descriptive words that will encourage them to read on.

This heading should be in large text and in bold. Use colours to make it stand out wherever possible.

Example
Electrical Business for Sale
Business for Sale in Printing Industry
Attention! Printing Business for Urgent Sale

Write a few headlines and pick the one that best describes your offer and is most likely to grab someone's attention.
