

**PROMPT WO-067**

Write an Advertisement

Purpose

Use this prompt to create compelling advertisements for products, services, events, or campaigns. It helps transform a basic offer into persuasive marketing copy that captures attention, explains benefits, and encourages customers to take action.

DIFFICULTY	TIME SAVED	BEST FOR
🟡 Intermediate	🕒 20–45 min	Advertising

🤖 Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini

📋 Copy & Paste Prompt

You are an experienced advertising copywriter and marketing strategist.

Create a professional advertisement using the information below.

Business or Brand:

[Insert brand name]

Product or Service:

[Insert product/service]

Target Audience:

[Describe your ideal customer]

Advertising Platform:

[Facebook, Instagram, TikTok, Google Ads, LinkedIn, Website, Print, Email]

Campaign Goal:



[Awareness, leads, sales, sign-ups, downloads, bookings]

Customer Problem:

[Describe the problem your product/service solves]

Key Benefits:

[List the main benefits]

Unique Selling Points:

[Explain what makes this different]

Offer or Promotion:

[Insert offer if applicable]

Brand Voice:

[Professional, friendly, premium, inspirational, playful]

Call to Action:

[Insert desired action]

Please:

- Create an attention-grabbing headline.
- Write a strong opening hook.
- Focus on customer benefits.
- Explain why the customer should take action.
- Create persuasive advertising copy.
- Include a clear call to action.
- Adapt the style for the chosen platform.
- Suggest alternative headlines and hooks.
- Ensure the advertisement is engaging and customer-focused.

Return only the completed advertisement.



Example

INPUT

Brand: AI Learning Platform

Product: Beginner AI Course

Audience: People who want to learn AI but don't know where to start.

Goal: Generate course sign-ups.

Problem: People feel overwhelmed by AI.



EXPECTED OUTPUT

Advertisement

Headline

AI Feels Complicated? Start Here. 🚀

Hook

You don't need to be a technology expert to start using AI.

You just need someone to show you where to begin.

Main Copy

Artificial Intelligence is changing the way we work—but for many people, knowing how to use it can feel confusing.

Our beginner-friendly AI course breaks everything down into simple, practical steps.

You'll learn how to:

- ✅ Understand the basics of AI
- ✅ Use AI tools with confidence
- ✅ Save time on everyday tasks
- ✅ Create smarter ways of working

No complicated jargon.

No technical background needed.

Just practical skills you can start using straight away.

Call To Action

Start your AI journey today.

👉 Learn more now.

ALTERNATIVE HOOKS

Hook 1: “Everyone is talking about AI. But nobody explains where beginners should start.”

Hook 2: “AI isn't just for tech experts anymore.”

Hook 3: “Imagine saving hours every week by working smarter.”

💡 **Builder's Tip:** *Great advertising is not about shouting louder—it is about understanding the customer's problem and showing how your solution helps. A strong advert answers: Why should I care? How will this help me? What should I do next?*



Related Prompts

- WO-061 – Create a Social Media Strategy
- WO-063 – Write Social Media Captions
- WO-066 – Create an Email Marketing Campaign
- WO-069 – Build a Marketing Plan

Tags

ADVERTISING

MARKETING

COPYWRITING

SALES

CAMPAIGNS