

SCRIPT FOR A BUMPER AD (6 SECONDS)

Visit YOURWEBSITE - we help you _____ by _____.

SCRIPT FOR A 15-SECOND AD

1) YOURWEBSITE helps you _____ by _____.

Call to action and additional benefit:

2) Visit our website for discounts on _____.

Credibility:

3) We've been in business ____ years or Research is based on Harvard study.

Scarcity:

4) Sale ends soon.