

Planning an advert

1. Who is it for?

boy/girl/ aged between...
teenager/adventure lover/bicycle lover/children who
like the outdoors/ sport lover

Are you a/an

Do you like...

Are you tired of...

2. What product are you selling?

Describe it. Highlight its positive features

Looks like new/minor scratches/stored in a garage/well serviced/repainted

3. How much does it cost? Are you giving away any extras?

4. What is your slogan?

Ride like the wind!

Be the envy of your friends!

Cycle your way to new adventures!

5. How can it be purchased?

Call now for a viewing.../Email me at...