

# Talk Sheet for Creating a Sample Ad

How and why did you start the business?  
If you're not an owner, why do you work at your company?

Why do your clients/customers refer you?

What's the nicest compliment or 2 that someone has said about you and your business?

What do most of your google and business review say about your business? What gets said in your customers 'word of mouth' when they tell others about you?

What do current customers say about you?

Why would people choose you over your nearest competitors?

What is the most common situation or 2 that someone calls you or inquiries about?

Is there a perception of your business, or your industry that you want to clarify?

What do you say you do?

## Tips for Recording Sample Ad audio

Stand Up

Smile

Be in a quiet room: the room should have carpeting and be relatively open. We are trying to reduce the echo. If the only place you can get that quietness is your office with the door closed, we can work with that too

Hold your phone about a foot away from your mouth when recording

## How to Record with your phone

**For iPhone:** If you use an iPhone, use the 'Voice Memo' app (change settings to 'best quality' if you can)

**For Android:** I personally like the 'Hi-Q' app free version in the google play store, but any audio recorder will do.