

# Make marketing\* magic

**Attract customers for your business**

**Let the world know your  
business exists so you  
can find new customers and  
make some sales.**



## Activity 1



# Create a print ad

## How do you want your print ads to look and feel?

Create a print ad designed to attract new customers. The format and where you want to post them are up to you. After all, you are your own boss! Think about where your print ad could attract the most customers. Some ideas could be your local newspaper, on a community mailbox, local bulletin boards, or think big and create a billboard ad.

Create your ad with markers, magazine clippings, or whatever materials you have available. Use the space provided as a canvas for your ad.

### Directions:

**Step 1:** Use the space on the next page to sketch out some ideas for your poster and/or magazine ad. Use this page as a workspace to play around.

**Step 2:** Use the cardstock provided (hint: it came with the kit) to finalize your ads. The paper includes mock-ups you can use to see what your ads may look like in real life.

### Goal:

Create a print ad

### Estimated time to complete:

1–2 hours

### You'll need:

- Writing utensil
- Stickers
- Print ad space (provided)

### Extra Materials (if you have them):

- Colored pencils
- Markers
- Paints
- Magazine clippings
- Printed images
- Photos



### Tip:

Don't forget to include your brand name and logo. If you'd like, get creative and write some headlines to include in your ads.

**Sketch out your first draft**

Sketch your ideas on this page, grab the poster that came with your kit, and create your polished ad.

