

Ad Creation Checklist

Build Ads That Don't Feel Like... Ads!



Why Simplicity Wins (Every Time) | How to Use This Worksheet | The Only Ad Checklist You'll Ever Need

The Emotional Hook Framework | Final Tips

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Why Simplicity Wins (Every Time)

- The best ads aren't the flashy ones. They're the ones that make people feel something—and get them to take the next step.
- If your ad makes someone think, *"Oh dang, that's me"* you've nailed it.

How to Use This Worksheet

- Pull up one of your current ads or ideas.
- Run it through the checklist below — tweak anything that feels "meh" or unclear.
- Test one improvement per week. Don't change everything at once. This isn't a HGTV makeover.



The Only Ad Checklist You'll Ever Need

Category	Ask Yourself	Notes / Ideas
Audience	Do I actually know who this ad is for? Could I describe those people in two sentences?	
Problem	Am I talking about a real problem they care about — in their words, not industry jargon?	
Emotion	What emotion am I trying to tap into? (Curiosity, relief, confidence, joy, etc.)	
Message	Is the message short, clear, and punchy? Will it land if someone's just scrolling quickly?	



The Emotional Hook Framework

Category	Ask Yourself	
Visuals	Do the images feel real? Or do they scream "we bought this on a stock photo site in 2009"? Does the video look authentic and not scripted or perfect?	
CTA	Is the call-to-action clear, not cheesy, and doable? (Think: "Give us a shout" vs. "CALL NOW!")	
Testing	Have I tested this version on a small scale before throwing \$\$ behind it?	



The Only Ad Checklist You'll Ever Need

Because nobody shares a corporate banner ad. They share things that make them feel something.

Step	Question	Your Notes
Pick the Feeling	What do I want them to feel after seeing this?	
Tell a Tiny Story	What little story or moment would trigger that feeling? (Customer win, funny fail, transformation.)	
Show the Relief	How does my thing solve their problem or make life better?	
Invite the Action	What's the next step — and how can I make it feel like a "yes" moment, not a chore?	



FINAL TIPS



- Start with empathy.
- If your ad shows people that you get them, they'll keep reading.
- If it shows them how you can help, they'll take action.
- Everything else? Extra.