

exercise 6 - endure the pain and enjoy the gain

objective All writers must suffer for their art, right? Now we're not talking about pursuing bad relationships, living on the street, or abusing alcohol. Although some of those things will make for more interesting conversations at dinner parties. We're talking about soldiering through the painful part – writing body copy for the first ad of a campaign. One way is to start way INSIDE the box.

Use InDesign for this project. Start with Step 1 by writing the copy before coming up with the concept or headline.

Do Steps 1 and 2 for each of these products/services:

- Instagram
 - FTD flower delivery service
 - Netflix
 - Some other product or service that you choose
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step 1 Imagine **describing** the product or service to your grandpa in an email. Keep it clear and simple...you know how Grandpa* doesn't always understand some of the things you use today. Don't use "selling" words. Just describe it.
*(*Grandparents are amazing and wise people! BUT for this exercise, think of a stereotypical person of an older generation who doesn't understand you.)*

step 2 Now consider the subject header of the email (or hashtag).

When you've finished this exercise you've accomplished a few things. You've stated the case in a manner any consumer will understand, and you are no longer staring at a blank page. Perhaps your mind also opened up to seeing that there could be several ways to solve the problem. And that subject header or hashtag? Maybe that's the headline.

(If this works for you, you might consider writing emails to the whole family. Who knows? Maybe you'll end up with an entire campaign.)

what is due Create a PDF of these entitled **YOUR LAST NAME_EX6.PDF**.
DUE Mon Feb 19th, beginning of class. Post it (upload file) to group FB page when directed. Read other students' work.

Print your document and staple and/or 3-hole-punch. Be sure your name is on the paper and put in your binder. **Due when 3443 binders are due, but don't forget about this!!!**