

SFX: CLASSICAL MUSIC UP AND UNDER

WOMAN #1: (*frustrated*) Goodness, I am terrible at writing! I wish someone could help me.

WOMAN #2: What exactly do you need help with?

WOMAN #1: So much! Grammar, punctuation, and sentence structures – the list goes on!

WOMAN #2: Contact Kelsey Peshek! She loves to help people improve their writing skills!

With her expertise in writing, she provides quality help, so you learn how to write properly. You may set up private lessons with her or attend one of her writing workshops.

WOMAN #1: Really? Does she also help with specific genres?

WOMAN #2: Of course! She studies various genres, including fiction, scriptwriting, and poetry.

WOMAN #1: Wow! How do I contact Kelsey Peshek for her writing expertise?

WOMAN #2: Call at (123)-456-7890 or at her website kelseypeshek.com.

WOMAN #1: I'm contacting her right now!

SFX: PHONE RINGING

PESHEK: Kelsey Peshek, how may I help you today?

SFX: CLASSICAL MUSIC OUT AT :30

My target audience is college students and young adults, people who may have not received to great of an education with writing.

I believe my ad is effective because it is simple, provides to information effectively through a clear conversation, and there is a call to action at the end with my information provided to contact.