Headline Test Tally Sheet

Please note the date the ad ran, the paper it ran in and the page it appeared on for each of the headlines listed below ...

Remember to ask callers which ad they are responding to and record it on this tally sheet ...

Ad 1 - Date: _____ Paper: _____ Page: _____

Headline: _____

_____ Tally: _____

Ad 2 - Date: _____ Paper: _____ Page: _____

Headline: _____

_____ Tally: _____

Ad 3 - Date: _____ Paper: _____ Page: _____

Headline: _____

_____ Tally: _____

Ad 4 - Date: _____ Paper: _____ Page: _____

Headline: _____

_____ Tally: _____

Ad 5 - Date: _____ Paper: _____ Page: _____

Headline: _____

_____ Tally: _____

Ad 6 - Date: _____ Paper: _____ Page: _____

Headline: _____

_____ Tally: _____

actionCOACH business coaching
The World's Number 1 Business Coaching Firm