

# ANATOMY OF THE TIER1 “SELLFIRE” TEMPLATE V1 by Jim McNamara

## OVERVIEW: The key to this ad is a great HEADLINE and 4 great PICTURES

If we make those 2 assets super-relevant to the Tier3 advertiser as shown below, never again will we be embarrassed by Tier1 ads that aren't clear and powerful.

**HEADLINE**  
12 (?) great headlines can work across all Tier1—great! The Publisher just does a Fill-in-the-blank with a Tier3 name. Fewer headlines gives us better control and sell-quality, plus saves writer-time.

**BUTTON**  
Right here the reader is ready to click—he's got the message. The rest of the ad expands, but it's almost fluff.

**BIGBUCKETSUBHEAD**  
(Maps to MajorSubhead)  
12 of these can work across the whole Bucket and save writer-time. Yes!

**3 BUCKETSUBHEADS**  
These must be an Asset Group with their following bodycopy. They're written for the Bucket, not Tier3.  
  
Ideally, the CopyStrategy for these is a new style I'll call "MiniPitch" and have used in this example. But they can spring from DYK, Fact and many of our other styles. Each Bucket needs 21 in total from each writer.  
Each of these Asset Groups are interchangeable and independent. No problem for Format AB.

**3 BUCKETBODYCOPY**  
These amplify their subheads. But my suspicion is that they are not that important for "sell" and are really just fluff and padding to help us bypass filters.

**4 TIER3 PHOTOS**  
(NOT Bucket Level)  
A lot of our sell comes from our pics—they need to be Tier3 specific.  
  
Let the Publisher select pics individually from a Gallery of, say, 12 pics or in pre-made sets.

**BUCKET CTAS**  
My layout here isn't totally up-to-date on where and how many CTAs we need, but you get the idea. Our CTAs are written for the Bucket, not Tier3.

**A DIFFERENT AND BETTER WAY TO WRITE THESE**

- Forget our old approach in which every writer developed complete ads.
- Here, the critical copy is the HEADLINE and BUCKETSUBHEAD. That's where our selling power will come from. Those lines can be repeated in lots of ads, but they must be our best. Put our best writers on that.
- The BUCKETSUBHEAD and BUCKETBODYCOPY parts are far less important. Use our "grind it out" method there.

**PROMOTE "SELLFIRE"**  
Give the sales team something fresh and exciting to talk about?

**GET INCREDIBLE DEALS ON SILK TIES**

**CLICK HERE**

It's the accessories, the finishing touches that really make a look happen. Pick yours now—right here.

[HELP ME FIND MY LOOK](#)

[I WANT TO PERSONALIZE MY STYLE](#)

[SHOW ME STYLES AND DEALS](#)

**Make your look your own with ACCESSORIES**

It's the accessories, the details, that set your outfit apart from everybody else's. The right tie, the perfect scarf, or a unique bracelet tell people who you really are. Look for hot and happening accessories right here, right now.

[HELP ME FIND WHAT'S RIGHT](#)

**Put the FINISHING TOUCH on your look**

A suit is just a suit until you add the accessories, the personalizing details to it. You can add a bit of color, a little spice, a touch of something different to practically any outfit. People notice these things. And it's fun.

[SHOW ME HOW TO PULL IT TOGETHER](#)

**Turn one look into dozens—HERE'S HOW**

It may be the same suit or dress, but accessories can make it look different. On a man, a different shirt and tie are what people see, not the suit. On a woman, a scarf and broach do the same thing. Accessories rock.

[SAVE ON STYLE NOW!](#)

[PUT YOUR NEW LOOK TOGETHER RIGHT HERE](#)

**SEE WHAT'S HOT**