

1. The original ad. (20 to 30 words)
2. Brevity is the soul. ISO better ROI, avoid TLDR syndrome. Find 3 common phrases and replace each phrase with an initialism. What's a common phrase? Anything. You may also remove unnecessary words. (e.g. "long walks on the beach" → LWOTB; "life's a beach" → LAB)
3. Opposites attract. Replace 3 words with their opposites. (Example: beach → mountains)
4. Sounds good. Introduce one or two instances of alliteration or rhyme. (Example: beguiling barefoot beach, or reach the beach)
5. Vive l'amour. Translate one or two words in the ad, or insert a foreign phrase. (Example: beach → Riviera)
6. Technology upgrade! We no longer use only small screens or 140 characters at a time. Plus, not everybody understands every initialism, so expand one or two of them into their longer forms. (We prefer you to expand the less obvious ones - you're the expert!) Bonus: Replace a couple words with longer synonyms. (Example: WTF → west texas football, LWOTB → Let's Waltz over three beaches; beach → seashore)
7. Love letters. Add, remove, or change a single letter in up to 3 words, without changing the part of speech. (Example: beach → bleach, or peach, but probably not Bach.)
8. First impression. Open the ad with an attention-grabbing title.
9. Read your results!