Create a Commercial

B1 · Speaking · WORKSHEET

Name: _____ Date: _____

1. Identify the part of the commercial.

Choose Hook, Problem, Benefit or Call to action for each line.

1. “Still carrying three different notebooks every day?” [Hook / Problem / Benefit / Call to action]
2. “Small desks can become messy very quickly.” [Hook / Problem / Benefit / Call to action]
3. “The FoldDesk organizer keeps your pens, notes and charger in one place.” [Hook / Problem / Benefit / Call to action]
4. “Try one this week and give your desk a fresh start.” [Hook / Problem / Benefit / Call to action]
5. “Do you forget homework deadlines?” [Hook / Problem / Benefit / Call to action]
6. “One simple reminder can help you stay on schedule.” [Hook / Problem / Benefit / Call to action]

2. Choose the stronger benefit.

Choose the line that explains why the product matters to the customer.

1. A study planner has a weekly layout. [It has seven sections. / It helps you see your whole week at a glance.]
2. A reusable lunch container has separate compartments. [It has three compartments. / It keeps different foods organized without using extra bags.]
3. A compact phone stand folds flat. [It folds flat. / It fits easily in your backpack when you are not using it.]
4. A focus timer shows short work and break periods. [It has a timer screen. / It helps you divide study time into simple, manageable sessions.]

3. Turn a feature into a benefit.

Write one sentence that explains why each feature is useful to a customer.

1. Feature: A bottle keeps drinks cold for hours. Benefit:

2. Feature: A homework app sends one reminder before a deadline. Benefit:

3. Feature: A pencil case has a small pocket for cables. Benefit:

4. Feature: A desk lamp has three brightness levels. Benefit:

4. Plan your commercial.

Choose your own product or service. If you need an idea, use a study planner, focus timer, phone stand or reminder app. Keep every answer short and specific.

1. Product or service:

2. Target audience: Who is it for?

3. Problem: What situation does this audience have?

4. Main benefit: What becomes easier, better or more useful?

5. Desired reaction: What do you want the audience to do?

5. Write your 30-45 second script.

Use the four-part structure. Write short sentences that sound natural when spoken.

1. HOOK - Start with a question, situation or surprising idea.

2. PROBLEM - Describe the situation your audience recognizes.

3. BENEFIT - Explain the main reason your product helps.

4. CALL TO ACTION - Finish with one clear next step.