

Click Factor - Audience Test and Revision

NAME _____ DATE _____ PERIOD _____

Page 1 - Audience, Message, and Truth Check

Default route: Sample the CTA approaches in FYF pp. 225-227, then choose one supplied product and complete one ad on p. 230. Use this companion for the individual audience, ethics, test, and career evidence the workbook does not collect. The locked Canvas images plus this page are the no-workbook route.

SEE ONE

AUDIENCE	ACCURATE FACT	CTA	WHY IT WORKS
busy students	weekly sweet/salty snack delivery	Compare this week's snack-box mix.	It gives a truthful next action without inventing urgency or popularity.

BUILD YOUR AUDIENCE-MESSAGE CHAIN

Product and intended audience:

Two facts from the supplied product brief:

Selected CTA and type: benefit / urgency / curiosity / direct command / incentive

Why this wording fits the audience:

TRUTH AND ACCESS CHECK

- ☐ The CTA uses only supplied facts.
- ☐ No invented scarcity, deadline, discount, popularity, testimonial, or guarantee.
- ☐ No real account, link, QR code, purchase, audience survey, tracking, or personal/minor data.
- ☐ The message works without color alone and the main action is easy to find.

Word bank: audience/audiencia · accurate/exacto · benefit/beneficio · evidence/evidencia

Use this frame: This CTA fits [audience] because [supplied fact or need]. It avoids [unsupported claim].

Page 2 - Test, Revise, and Connect to a Career

THREE-SECOND TEST

Cover the explanation. Let a partner, teacher, or self-check view the ad for three seconds.

What the viewer noticed or thought the ad asked them to do:

One part that was confusing, unsupported, or hard to find:

VISIBLE REVISION

Before:

After:

Why the change helps this audience: Use: I changed [revision] so [audience effect].

CAREER CONNECTION

Choose one: marketing specialist · copywriter · graphic designer · market research analyst

Career and work product:

How the worker would use the test evidence next:

Done when: FYF work or no-workbook route + audience-message chain + truth/access check + test evidence + visible revision + career connection.