

# The **ENTREPRENEUR'S** Guidebook Series™

Next  
Page

**THANKS** for selecting this guidebook! Many hours of painstaking work have gone into its creation. Send feedback or suggestions to [www.patsulamedia.com](http://www.patsulamedia.com). And check out our **highly rated planner / guide ...** at [bp30.com](http://bp30.com)



**Highly Rated**  
Amazon.com



*It's one of the  
best of its kind.*  
- Alan Caruba  
Bookview.com

## COPYRIGHT INFO

© Copyright 2001-2007 by Patsula Media. All rights reserved. From the creators of **Smallbusnesstown™**.

No part of this guidebook may be reproduced, in whole or in part, in any form, by any means electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system now known or hereafter invented, without written permission of the copyright owner. This guidebook **may not be** resold or distributed on other web sites or in any other manner without written permission from the copyright owner.

**NOTE** The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused, or alleged to be caused, directly or indirectly by any information contained in this guide. Although this publication is designed to provide accurate information in regard to the subject matter covered, it is sold with the understanding that the publisher is not engaged in rendering legal, accounting or other professional services. If **legal** advice or other expert assistance is required, the services of a competent professional should be consulted.



384 pages \$21.95

# Successful Business Planning in **30 Days**™

*A Step-by-Step Guide for Writing a Business Plan and Starting Your Own Business, 3<sup>rd</sup> Edition*

Purchase this book online at [bp30.com](http://bp30.com) or by calling toll-free **1-800-247-6553** (orders only, please have credit card ready).



ISBN 0967840236

**Immersing you in the language of business to help you think like an entrepreneur!**

**INCLUDES:**

- The **30 Day Business Plan**™
- The **One Day Business Plan**™
- 150 pages of **Time-Saving Worksheets** including 100 + sample passages to get you started fast and thinking in the right direction!
- A **15 page** sample business plan.
- **200 +** motivational and fact quotes, 11 success stories, and 33 profit tips!

**Praise from Readers and Critics**

Five Star Reviews ★★★★★

*Provides an important key to writing a business plan and starting your own business.*

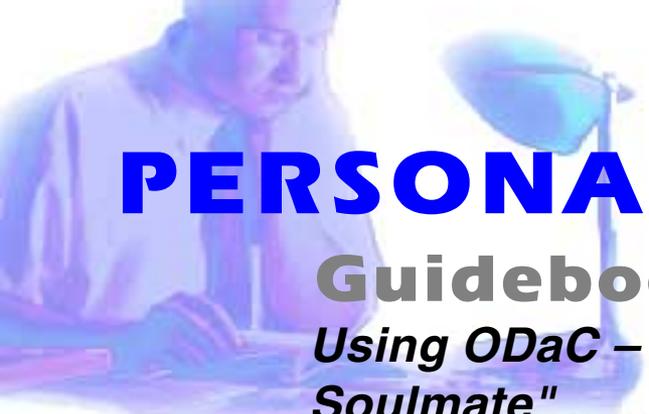
- **Midwest Book Review**, Oregon, WI  
Amazon.com review

*This is a must read for anyone before starting your own business.*

- **Mike Milliken**, BN.com Review.

*This book has helped me a great deal in thinking about my business*

- **Jason Myers**, TX  
Amazon.com review



# PERSONAL PLANNING

## Guidebook #62:

### *Using ODaC – the "Advertiser's Soulmate"* .....

4

### Introduction to Advertising Formulas .....5

Can a formula really help you write & design ads?.....5

Which kinds of formulas should you avoid? .....5

Which formula is best? .....7

### The Birth of ODaC .....8

IDA.....8

AIDA .....9

ODaC .....10

### ATTENTION GRABBERS..... 12

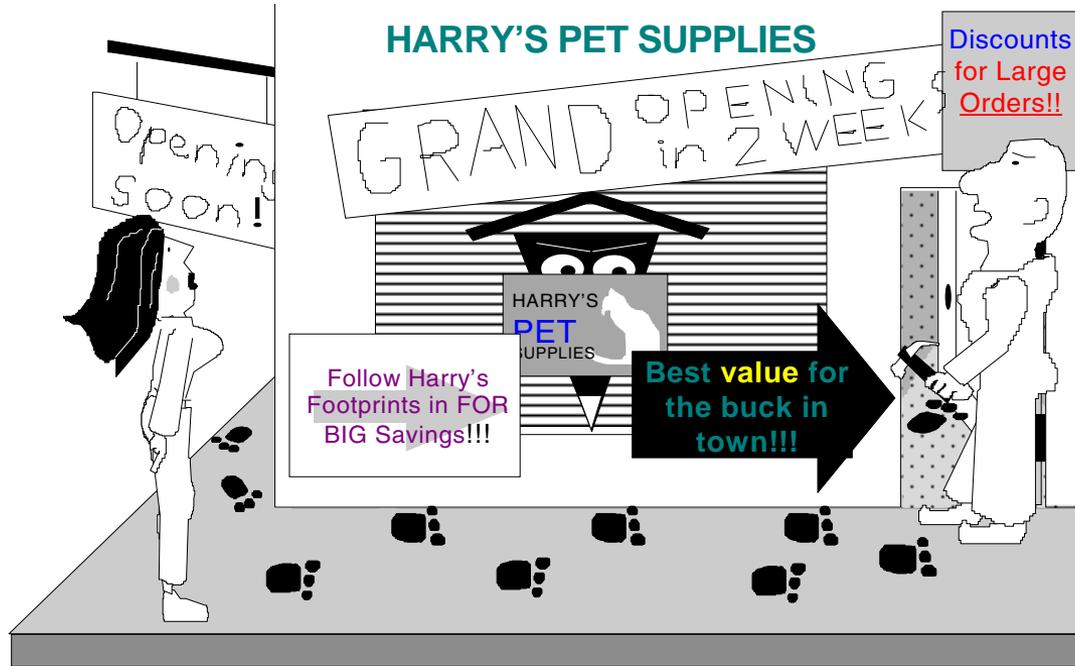
Ten Seconds & Counting . . . .....12

Creating Powerful Headlines .....14

3 Ways to Write Powerful Headlines .....15



|                                                                  |           |
|------------------------------------------------------------------|-----------|
| 25 Proven Headlines .....                                        | 16        |
| 20 Strategies to Fine-tune and Perfect Your Headlines.....       | 24        |
| Selecting Eye-Catching Visuals .....                             | 29        |
| What Kinds of Visuals Should You Use . . . . .                   | 30        |
| Using Eye-pleasing Designs & Layouts .....                       | 34        |
| Promising Exciting Content.....                                  | 35        |
| <b>DESIRE INJECTORS .....</b>                                    | <b>39</b> |
| Making Provable Benefit Claims .....                             | 40        |
| What Kinds of Claims Should You Make? .....                      | 40        |
| What Kinds of Facts Should You Use? .....                        | 47        |
| How Should You Present Facts? .....                              | 51        |
| Building Belief .....                                            | 52        |
| Using Testimonials .....                                         | 53        |
| Using Endorsements .....                                         | 55        |
| Establishing Credibility .....                                   | 57        |
| Attaching Pain to Other People’s Products & Pleasure to Yours .. | 61        |
| Using Anchors & Metaphors .....                                  | 62        |
| Making Your Ad Look Good.....                                    | 64        |
| Making Your Ad Sound Good .....                                  | 64        |
| <b>ACTION PROMOTERS .....</b>                                    | <b>66</b> |
| Encouraging, Persuading & Demanding Action.....                  | 66        |
| Chart A – Summary of Advertising Formulas .....                  | 80        |
| Chart B – ODaC Summary Chart .....                               | 81        |



*"I don't get it, what makes you think I've overdone it?"*

Smallbusinessstown.com

## ***USING ODaC – THE "ADVERTISIER'S SOULMATE"***

**PERFECTING** the craft of writing and designing ads can take years of disciplined study. But what if you don't have years? What if you want to know how to create an ad that pulls in a million dollars worth of business – today?

If only you could come up with a formula that takes advantage of how the brain thinks, is simple enough that you'll never forget it, and is universal enough that it applies to many different kinds of advertising, then at least part of the advertising process, the part of knowing ***what to say*** and ***what to put in your ad***, would be tremendously simplified.

This guidebook contains such a **FORMULA**.

## INTRODUCTION TO ADVERTISING FORMULAS

ADVERTISING books are filled with formulas all designed to unleash a person's creative and intellectual powers. Authors have given serious consideration to their choice of words, ideas behind their words, and all the applications of their formulas in the real world, and each should be given credit for attempting the impossible. However, some formulas are more useful than others.

This guidebook is dedicated to teaching you the greatest advertising formula of all time: **ODaC**. Brace yourself.

*It has been said that writing comes more easily if you have something to say.*

**SHOLEM ASCH**

Can a formula really help you write & design ads?

No formula is perfect. No formula guarantees success. No formula can actually write copy for you. A **FORMULA** can help you design and write advertising only if you:

understand its limitations; let it guide you not control you; and realize that:

**Its basic function is to supply you with key elements that MUST be present in all your advertising.**

**NOTE** No formula can reveal to you “never-before-revealed” trade secrets.

crets.

Which kinds of formulas should you avoid?

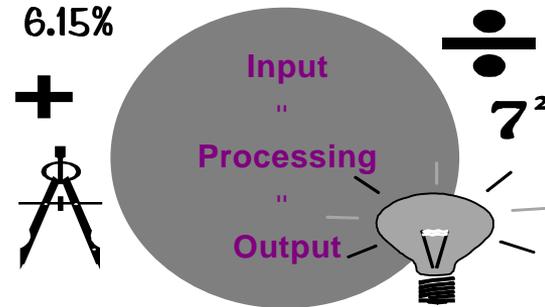
An advertising formula that looks good on

paper may not necessarily work well in the real world. Consumers make decisions in split seconds. They don’t have time nor the patience to be subjected to numerous and complicated purchase motivating strategies.

Therefore, don’t use a formula unless it reflects how people actually make decisions. And, don’t use a formula that requires you to stand back and say, “Wow that looks beautiful but what does it mean?” (often, theoreticians choose words for aesthetic reasons rather than functional ones).

Furthermore, don’t use a formula that is too long, complicated, ambiguous, applicable to only a few types of advertising, and no matter how hard you try to put it into perspective, is just plain silly.

## The Thinking & Decision Making Process



*What makes a complete thought?* First sensory input is received. This information is then processed and organized after which output is generated in the form of a response, decision, conclusion, or result. For example: **a)** You touch a stove. **b)** You feel pain. **c)** You move your hand off the stove as quickly as possible. This is such a simple brain pattern and it occurs so fast that it is called a reflex. A more complicated math problem results in a problem, method, solution pattern: **a)**  $45.1 \times 4$  is seen. **b)** Problem is processed. **c)** Result is reached.

## Which formula is best?

Asking which formula is the best is like asking whether you like orange juice better than *Five Alive*. Nevertheless, it would be nice to think that there is one perfect formula that rises above the rest, one that could be considered freshly squeezed orange juice instead of plain old frozen concentrate.

The **ODaC** formula you are about to discover combines simplicity, utility and universality. It will not revolutionize the world of advertising theory, because it teaches what is obvious, but it won’t leave you scratching your head either.

*Effective advertising results when you: say something desirable, make it believable, and then make it easy to get.*



## THE BIRTH OF ODaC

THERE ARE three questions everyone asks themselves whenever they view a piece of information, whether it’s advertising, a television show, a letter, a book, a movie or even a song. People ask:

1. What’s it about?
2. What’s in it for me?
3. What should I do next?

If advertisers provide the answers to these questions, they have a good chance of making a sale. It’s not any more complicated than that. A good advertising formula should therefore help advertisers meet these three requirements.

*The IDA formula sums up advertising as a process of turning interest into desire and desire into action.*

## IDA

The IDA formula sums up advertising as a process of turning *interest* into desire and *desire* into *action*. It is an invaluable formula that to a large part reflects the natural decision making process, which is to collect information, process it, and then act upon it.

But does it have enough teeth? What if your targeted reader has no pre-established interest in your product or company, has never even heard of your product or company, and needs to be motivated to even look at your ad let alone read it? What then?

This point brings back into consideration one of the most important roles of advertising which is to get into peoples faces and

create product and service awareness. This must be accomplished in a split second, for the advertising world is a fierce and enormous battleground where competitors are constantly vying for consumer attention. People don’t have time to expend effort understanding every product that comes their way, especially yours.

In other words, under scrutiny, the IDA formula is in essence flawed as an advertising tool because it lacks one crucial element: no teeth. This is the problem the AIDA formula tries to solve.

## AIDA

AIDA is considered the “classic” formula used by copywriters to help organize their thoughts. It takes into consideration the vi-

*AIDA is considered the “classic” formula used by copywriters to help them organize their thoughts.*

talness of initial split-second impressions.

It suggests that attracting interest and sustaining interest are similar but for all practical purposes, two distinct processes. It believes that although IDA, structurally speaking is the meat of the advertising formula, some additional process, some flash of insight, some mystical motivational force, must get customers to *your* table with knife and fork in hand.

AIDA is thus based on the motivational sequence of changing *attention* to interest, *interest* to desire, and *desire* to *action*.

In other words, as a copywriter, it teaches that you must first inspire your reader enough that they take a good look

at you, then keep them interested long enough to read all your advertising, during which you build desire within them by explaining and showing how your product meets their needs, and finally convince them to take action and order.

## ODaC

Both IDA and AIDA are intimately related. Both are functional. Both have proven to be useful. But this book will use a variation of IDA and AIDA, our own **ODaC** formula. We will use this formula, not because it’s the new latest advertising technology that will forever change the advertising world, but because as a tool, it offers a more useful method of organizing and focusing your advertising and writing strategies.

**ODaC** *opens* by grabbing attention, *develops* by injecting desire, and *closes* by

promoting action. It is preferred to IDA and AIDA for the following two reasons:

1. The **ODaC** formula allows you to easily assess the effectiveness of your ad by answering:
  - # **\$**Does the ad make people want to read it? Did it grab attention?
  - # **\$**Does the ad make people want the product or service being advertised? Did it inject desire?
  - # **\$**Does the ad make it easy for people to buy the product? Did it promote action?
2. The **ODaC** formula reflects the human’s natural three step decision making process when encountering advertising, more *completely* and *efficiently* than either IDA or AIDA.

3. The **ODaC** formula itself is simple and full of **ENERGY** – just like effective advertising is.



*The ODaC formula itself is simple and full of ENERGY – just like effective advertising is.*

## O

## Open by Grabbing Attention

**ATTENTION GRABBERS**

WHEN PEOPLE encounter advertising material, they either ignore it, or immediately look for something that might interest them. This scanning process happens so fast that the majority of advertising never gets any serious consideration.

Even if your ad manages to catch someone’s attention, you have little more than three seconds to make an impression – ten, if you’re lucky.

*Many a small thing has been made large by the right kind of advertising.*

**MARK TWAIN**

This first part of the ODaC formula, “Open by Grabbing Attention,” is dedicated to showing you all the things you can do in about the first ten seconds of an ad, to get people to read or watch. It is dedicated to the fact that: if you cannot get your market’s attention and hold it, you can’t possibly build desire in them, and if you can’t build desire in them, you can’t possibly get them to buy.

**Ten Seconds & Counting . . .****You’re flicking TV channels . . .**

an image or sound grabs your attention, and you ask yourself, *What’s this about? And then you realize . . . it’s a commercial.* All at once, your right index finger gets the itch to change channels, but suddenly, just as quickly as the impulse

came, it passes, and you find yourself captivated by soda pop.

**You hear a jingle on the radio . . .** half-listening you search for a good beat, good lyrics, a recognizable product or service that intrigues you, or what song writers refer to as a *hook* (something that makes the music stand out). If after about ten seconds none of these requirements are met, the jingle is quickly filtered back into the part of the brain where words and sounds become a silent buzz. If however, something kind of strikes you, you start humming along.

**You’re in a bookstore . . .** you see a book and pick it up because either the title, sub-headings, the author, and/or the graphics catches your fancy. You then flip to its back cover or open it up somewhere in the middle and read a few lines. If the

book has evidence that it is of superior quality, perhaps an endorsement from

## Grabbing Attention

☞ In a print advertisement, it’s the headline and the visual.

☞ In a brochure, it’s the cover.

☞ In a radio or TV commercial, it’s the first few seconds.

☞ In a direct-mail package, it’s the copy on the outer envelope or the first few sentences in the letter.

☞ In a press release, it’s the lead paragraph.

☞ In a sales presentation, it’s the first few slides or flip charts.

☞ In a super-market, it’s the packaging.

someone credible, or perhaps a piece of information that specifically targets your needs, you start feeling desirous of its ownership.

In all the above cases, little do you, the unsuspecting prospect know, that you have just been primed by a crafty marketer. Ad designers know that the first step in the advertising process, before they can do anything else, is to get prospects to watch, listen, or read.

**NOTE** Although, grabbing someone’s attention is more direct, more applicable to the high-energy and cut throat world of advertising, while grabbing or even holding interest is more cerebral, more applicable to people sitting

### **THE ODaC FORMULA**

*If you . . . grab attention, inject desire & promote action, people will . . . .*

**SEE** your ad

**WANT** what you sell

**BUY** what you sell

in cafes sipping Pina Coladas and watching the world ease on by, throughout this section, consider attention grabbing and interest grabbing as interchangeable. Consider that in essence, the moment some-

one sees, hears, or reads your advertising, you must right away accomplish two things: you must not only grab their attention; you must also hold on to it long enough to get your message through.

## **Creating Powerful Headlines**

Headlines have always been and will likely continue to be, one of the most effective tools an advertiser has to capture reader interest and attention. However, writing a good headline is not an

easy task. Below is a list of general head-

me if I continue reading).

### Example:

*Product* – toothpaste

*Possible Headlines* – (see examples below)

*Getting Attention* – “Three Out of Four Dentists Recommend Colgate for Fighting Tooth Decay”

*Targeting and Audience* – “Give Your Kids a Fighting Chance”

*Delivering a Complete Message* – “Caught Soon Enough, Early Tooth Decay Can Actually be Repaired”

*Drawing the Reader Into the Body Copy* – “Based on New Research, Tooth Decay has Now Been Officially Declared . . . DEAD”

*People read headlines much more than they read the body copy.*

- 3. Concentrate on its meaning not its form.** People read headlines much more than they read the body copy. Concentrate on what a headlines says, rather than how it looks.

## 25 Proven Headlines

In addition to the three headline writing strategies outlined above, use the following 25 proven headline writing techniques:

### 1. Ask an intriguing question.

ⓈDo You Want to Retire a Millionaire?

ⓈWhat are the Three Secrets of Long Life?

ⓈWhich Detergent Will Get Greasy Kitchen Pots & Pans Squeaky Clean?

## How Advertising Should Read Using the ODaC Formula

**FIRST AND FOREMOST**, advertising has to jump out and grab your attention. A headline should target your interests and inject you with enough motivation and desire so you will at least read the first paragraph. A TV commercial should make you stop munching on corn chips long enough to form some kind of impression about the product it is pushing. And a radio commercial should make you want to repeat their slogan at least once, if only to hear the sound of your own voice. The point is, regardless of the advertising medium, after being exposed to it for a few seconds, you should be pumped. You should want to read the entire copy, watch the entire commercial, or turn the radio up louder so you can hear it better.

**SECONDLY**, advertising should somehow convince you that you need the product or service being advertised, make you believe in its value, and fill you with the desire to purchase the product or service sometime in the future or as soon as you can get in your car and drive down to the store.

**AND LASTLY**, advertising should somehow encourage you to buy, make it easy for you to buy, or even ask you straight out to make the purchase today not tomorrow, and certainly before its “fabulous limited-time offer” **EXPIRES!**

## 2. Ask “Who else?”

%%\$Who Else Wants a Bite?

%%\$Who Else Wants to be Rich?

This phrase suggest that someone else got what you are offering and that it is possible for the reader to achieve or have it too.

## 3. Confess to a minor product or service weakness.

%%\$This All-Purpose Kitchen Detergent Cleans Everything But Your Clothes!

%%\$We’re Number Two. But Not for Long

In our world of super cures, magical diets and amazing do-it-all products, consumers have become rather indifferent to

*In our world of super cures, magical diets and amazing do-it-all products, consumers have become rather indifferent to anyone who claims perfection.*

anyone who claims perfection. However, if you are so bold as to admit to a weakness, they consumers will more likely believe whatever it is you say that follows. Sincere humility is a good strategy for gaining credibility.

## 4. Create news appeal.

%%\$Major Breakthrough in Computer Performance

%%\$New Scientific Formula Double Plant Growth Rate

%%\$Seven “NEW Fat Burners” Discovered

News of a new product, a new use for an old product, or an innovation of some kind, gives an advertising headline a sense of urgency and importance.

## 5. Dramatize your benefit.

%%\$DON’T SAY: “New Cruise Ship Has Bigger Rooms.”

%%\$SAY: “Stop Sailing Like a Sardine! Now, Cruise Like a King!”

%%\$DON’T SAY: “Our New Economy Car has Great Mileage!”

%%\$SAY: “Drive From L.A. to New York on Three Tanks of Gas!”

People crave action, excitement and novelty. Give it to them, and they will read you ad.

## 6. Focus on positive end results.

%%\$Fresher Breath in 30 Seconds

%%\$35 Pounds Slimmer in 30 days

*Don’t try and scare people into buying whatever it is you selling.*

Don’t try and scare people into buying whatever it is you selling. Don’t tell them “Bad Breath Makes You Unattractive,” or “Being Overweight is UGLY!” Instead, Focus on what they want. Sell the sweetness of a kiss, not the pungency of garlic. Sell perfect health, not fat loss.

## 7. Give reasons why people should buy your product or service.

%%\$Three Reasons Why You Should Buy This Car

%%\$Nine Reason to Use Our Carpet Cleaning Service

The trick to making this strategy work is to target the reasons to the special and specific needs of your target market.

## 8. Lead with a testimonial.

%%\$“This is the most powerful handgun I’ve

ever seen!”

(Clint Eastwood)

“These two books made me the richest women in television.”

(Oprah Winfrey)

## 9. Lead with powerful opening words.

At Last!

Announcing!

Free!

New!

Revolutionary!

## 10. Make it easy.

Easy Way to Solve Leaking Faucets.

Back Problems Cured Overnight.

Make whatever it is you are selling easy to use, easy to setup, easy to buy, easy to finance, easy to upgrade, easy to clean, east to store etc.

*An advertisement cannot stimulate sales if it is not read; it cannot be read if it is not seen; and it will not be seen unless it can get attention.*

**VICTOR O.  
SCHWAB**

## 11. Offer something free.

FREE Book on Roof Repairs

FREE Report Explains Mutual Fund Investing Strategies

FREE to TV Viewers!

## 12. Promise a reward or benefit.

Buy One Pair of Shoes – Get the Second Pair FREE!

Free from Headaches in 5 Minutes!

The Perfect Cure For Procrastination!

If you don’t hook the reader with your

strongest benefit – the most important reason why he or she should be interested in what you’re selling – the reader won’t get past your headline. To create a benefit-orientated headline, consider dramatizing a minor product difference, or offer a special benefit or new benefit that competitors haven’t used.

**NOTE** Once you have a really good headline the rest of the copy will almost write itself.

### 13. Quiz your readers.

%%\$Are You Smarter than Einstein? Take This Quiz and Find Out!

%%\$What Is Your Emotional IQ?

### 14. Round up your audience.

%%\$Electricians!

%%\$Accountants!

%%\$Bad Skin?

### 15. Showcase your guarantee.

%%\$Guaranteed For Life

%%\$Guaranteed Not to Break or Your Money Back

Every ad needs a guarantee somewhere in its body text. However, if your guarantee is your strongest selling point, state it proudly.

*You don’t have to be cute, innovative, or tricky in your advertising if you have a good*

### 16. Showcase your offer.

%%\$Calvin Klein Suits at 30% Off

%%\$Oil Change Super Special \$14.95

You don’t have to be cute, innovative, or tricky in your advertising if you have a

good offer. Nothing grabs attention like a good deal, a good product or a good service – nothing. Focus on what you have that is head and shoulders above your competition. Remember that a good offer is the number one reason people will read and respond to advertising.

### 17. Showcase your product, company or brand name.

%%\$How *Mega-Pro* Vitamins Make Body Builders Gain Lean Body Mass Faster Than Ever Before

%%\$The *Jimco* Flashlight Saved My Marriage

Name-dropping helps build company, product and brand recognition, even if no one actually reads your entire ad.

### 18. Start off with words “how to.”

*Name-dropping helps build company, product and brand recognition, even if no one actually reads your entire ad.*

%%\$How to Advice From Your Accountant

%%\$How to Travel Through Europe on \$10 a day

### 19. Use a before-and-after statement.

%%\$Before Michael Jackson Used Our Tanning Formula, He Looked Like This.

### 20. Use headline cliché words.

%%\$REMARKABLE – New Savings Plan!

%%\$ADVICE TO Newlyweds!

Unlike other forms of writing where the use of clichés should be avoided, when writing headlines, the use of certain cliché words is not only okay, but recommended. David Ogilvy, in his book *Confessions of an Advertising Man*, lists

the following as proven headline clichés:

|              |                 |
|--------------|-----------------|
| Advice TO    | Last Chance     |
| Amazing      | Magic           |
| Announcing   | Miracle         |
| Bargain      | New             |
| Challenge    | Now             |
| Compare      | Offer           |
| Free         | Quick           |
| How To       | Remarkable      |
| Hurry        | Revolutionary   |
| Important    | Sensational     |
| Development  | Startling       |
| Improvement  | Suddenly        |
| Introducing  | The Truth About |
| It’s Here    | Wanted          |
| Just Arrived |                 |

## 21. Use the word “breakthrough.”

%%\$A Breakthrough in Self-Defense

%%\$Engineer Offers Breakthrough Oil Drilling Machine

The word *breakthrough* implies news and news attracts interest.

## 22. Use the words “these” and “why.”

%%\$These Pants Never Stain

%%\$Why Our Suits Cost Less

%%\$Why These Belts are Rated “Number One” in Canada”

Using the words “these” and “why” in your headline, makes it easier to create an attention-grabbing statement that will entice readers into the rest of your ad. If you just said, “Our belts our number one,” few would be interested. But when you say,

“WHY these belts are rated number one,”  
you generate curiosity.

### 23. Use the word “wanted.”

%\$Wanted – Housewives Who  
Hate Cleaning

%\$Wanted – People With Sore  
Feet

Not only can the word  
“wanted” help you target a de-  
sired consumer, but it is also a  
word loaded with curiosity.  
Lead with it and people are  
compelled to find out why you  
want the people that you do.

### 24. Warn your audience.

%\$Entrepreneurs Be Warned!

%\$WARNING to Patients!

A warning promises information and  
thus invokes curiosity.

### 25. Write in first-person using words like you, I and me.

%\$I Finally Discovered the Secret  
to Winning Marathons!

%\$I want YOU!

First-person headlines can  
work if they generate enough cu-  
riosity and hold a benefit. Using  
the word, “you” can be especially  
grabbing.

### 20 Strategies to Fine-tune and Perfect Your Headlines

To fine-tune and perfect your  
headline writing technique use  
the following 18 headline writing strategies:

*On the average, five  
times as many people  
read the headlines as  
read the copy. When  
you have written the  
headline, you have  
spent eighty cents out  
of your client’s dollar.  
Therefore, if you ha-  
ven’t done some selling  
in your headline, you  
have wasted 80% of  
your client’s money.  
DAVID OGILVY*

1. **Arouse curiosity.** Although the creation of curiosity is a complex process – demanding all your talents and experience as a copywriter – its presence in a headline is paramount. Test every headline you write by asking yourself whether there is enough good stuff in it to lure readers into your body copy. If readers don’t get past your headline, all your other efforts will be in vain.

**NOTE** If it helps, think of your headline as a mermaid trying to lure ships and sailors to crash onto a rocky shore.

2. **Be clear and direct.** To make sure there is no confusion in the meaning of your headline, and to make sure you

*If it helps think, of your headline as a mermaid trying to lure ships and sailors to crash onto a rocky shore.*

get your point across simply and quickly, focus it on one major idea only. Elaborate in the body copy not the headline.

3. **Be compact.** It is incorrect to say that headlines should be kept short because there is ample evidence that headlines of ten words or longer can sell more effectively than shorter headlines. However, when space is at a premium, it is sometimes better to have a compact headline that looks graphically correct rather than a long headline that looks out of place. As a general rule of thumb, try and keep headlines to six words or less.
4. **Be flexible.** Consider modifying or

changing your headline completely if you plan to advertise the same product or service in different a medium with a strikingly different market. For example, the headline: “Alien Lands in New York Cafe and Abducts Teenager,” would be viewed quite differently depending on whether it was shown in the *National Enquirer* or the front page of the *New York Times*.

5. **Be fresh and innovative.** If your headline does nothing to distinguish itself, by offering a strong sales message stated in a fresh new way, it will quickly be filtered out of your reader’s mind and into the land of gladly forgotten advertising clichés.
6. **Be specific.** It is better to say: “lose

19 pounds in three weeks” than “lose weight in a jiffy.”

7. **Complement visuals.** Headlines must work together with accompanying visuals to form a total selling concept.

*Headlines must work together with accompanying visuals to form a total selling*

8. **Generate basic emotional appeal.** If you have a choice of picking a headline that satisfies peoples emotions and desires, or picking one that sounds logical and scientific, pick the first one ten out of ten times.

9. **Look good and sound good.** Good headlines must not only graphical impact but they must also have an appealing ring to them when spoken out loud or read silently in the mind.

10. **Punctuate properly.** Headlines nor-

mally don’t use punctuation. However, if you wish to signal your reader to pause, and attach extra significance to a key word or phrase, punctuation can get the job done.

**NOTE** Stay away from the exclamation point in headlines.

- 11. Stay away from using all CAPS.** Use upper and lower case. Remember:

HEADLINES IN ALL CAPS ARE  
DIFFICULT IF NOT  
IMPOSSIBLE TO READ

While,

Headlines in Upper and Lower Case  
Are Easy to Read.

- 12. Stay away from using irrelevant wordplay, puns, hit songs, movie**

*A copywriter is a salesperson behind a typewriter.*

**JUDITH  
CHARLES**

**titles, and other copywriting gimmicks.** Gimmicks may make for amusing advertising, but they don’t sell products. They are simply too trite for today’s sophisticated markets.

- 13. Stay away from using negative phrases.** It is better to say:

*100% sodium free rather than contains no sodium.*

- 14. Stay away from using sensational or shocking facts that are untrue.** Headlines

that lure readers with ballyhoo and then fail to deliver what they promise, may sell supermarket tabloids, but they don’t sell products, and they certainly don’t contribute to any kind of long term customer loyalty. Headlines must be believable.

**15. Stay away from using “whatzit” or “blind” words and phrases.** A *whatzit* phrase like “Golly-crunchers Invade California,” makes the reader ask, *what the heck is a Gollycruncher?* If the meaning of this mysterious word is not explained, implied, or some how combined with news or self-interest content, its use should be avoided. Likewise, *blind* headlines, that don’t mean anything unless you read the copy underneath, should be avoided. Readers don’t like to be tricked into reading what they otherwise would have no interest in.

**16. Use as many or as few words as you need.**

%%\$It Flies!

%%\$Who Else Wants a Thick Juicy Steak?

Headlines can be long or short. The trick however, is not to waste words nor limit your choice of words.

**17. Use humor carefully or not at all.**

The great majority of copy-writing guru’s warn novice advertisers about the dangers of using humor in headlines. Humor may get your headline read, but it doesn’t get your AD read and more importantly doesn’t sell products. If you must however use humor, it is essential

that the humor tie in with your product or service and particularly a benefit of your product or service. The following headline works for that reason:

%%\$“Used Car Prices, So Low it HERTZ”

*Headlines can be long or short. The trick however, is not to waste words nor limit your choice of words.*

**18. Use odd numbers rather than even numbers.** Odd numbers have more impact than even numbers. It is better to say *97 ways to cure your goiter* rather than *90 ways to cure your goiter*.

**19. Use the rifle rather than the shotgun marketing approach.** Addressing targeted readers directly or personally, or giving thought to their specific likes and dislike, is a good way to get them agreeing with you right from the start.

**20. Use words that sell.** Make every word work for you. Words which don’t help, hurt and cost more money. Use industry proven words like: new, discover, introducing, announcing, now,

it’s here, at last, just arrived, free, how to, why, sale, quick, easy, bargain, last chance, guarantee, results, proven, and save (see Guidebook #59 for more examples).

*The first ten words in your ad are more important than the next ten thousand.*

### **POWERPOINT**

## Selecting Eye-Catching Visuals

### **Eye-catching visuals:**

☞ convey feelings of movement and action (they are not static)

☞ complement the content of the headline and/or body copy (they are not just photos out of the

blue)

☞ can stand alone without any help from words if they had to

☞ illustrate key selling points that zero in on specific target market interests

“%\$ make you say, “Hmm what’s this ad all about? I better read on.”

## What Kinds of Visuals Should You Use . . .

1. **Before & after pictures** – Show people the benefits of your product or service. Photographs must be true and believable. *Use appropriate clip art to give your readers breathing room and assist them in finding topics of interest.*
2. **Benefits of using the product** – These types of photos are the number one choice for successful advertisers.
3. **Best side of product** – Movie stars have their best sides. And so do products. Don’t use a picture that does not flatter your investment.
4. **Close-ups of your product and its packaging** – Make your product the hero, perhaps against a plain background. In the least, this will makes it easier for potential customers to find your product on a shelf.
5. **Company headquarters** – Show your manufacturing plant, research laboratories, board of directors, staff, or even a picture of yourself – the person behind the product and promises. This builds trust and credibility.
6. **Computer generated clip art** – Use appropriate clip art to give your readers breathing room and assist them in finding topics of interest. Although it is unlikely that clip art can function as critically informative visuals, they can give readers a visual rest from extensive blocks

of copy as well as help them associate certain block of copy with certain topics e.g., if writing about computer, show a mini-computer.

7. **Diagrams that illustrate your main point** – Use diagrams that summarize the content of your ad. If they interest readers, they will likely find your copy interesting, and will read all the information contained.
8. **End result of using product** – If advertising DTP software, show a beautifully designed, computer-generated newsletter or report.
9. **Graphs and charts** – Graphs and charts can quickly present scientific proof of your product’s

performance, ability to stand up under pressure, or longevity of operation.

## Emulating the Masters

TAKE A GOOD look at the following six headlines. Each have made its advertisers, a ton of money.

“A little mistake that cost a farmer \$3,000 a year.”

“Do you make these mistakes in English.”

“How to win friends and influence people.”

“I’d walk a mile for a Camel.”

“They Laughed When I Sat Down at the Piano – But When I started to Play!”

“Why some foods explode in your stomach.”

“Why some people almost always make money in the Stock Market.”

- 10. Headlines instead of visuals** – If you can’t afford expensive visuals, then forget about them and use an all-copy approach. In this approach, your headline becomes your biggest seller and your main visual element.
- 11. High-quality photos rather than sloppy illustrations** – Photos are closer representations of reality than illustrations or drawings and are thus more believable and convincing. However, low-quality photographs can actually ruin good copy. If a photo is no good, scrap it. In fact, if you have to choose between using a photo of poor quality or no photo, don’t use a photo.
- Low-quality photographs can actually ruin good copy.*
- 12. How to use your product** – Show how your product works; how it is assembled; how it looks when installed; or how it actually performs in use.
- 13. Items made with or from the product** – Show a finished cabinet, if you are selling a lathe, or a sandcastle, if you are selling a beach shovel and pail.
- 14. Material or information in a way people are accustomed too** – If selling a product to an accountant, consider showing its specs in a spreadsheet format.
- 15. People enjoying the use of the product** – Show pleasurable life styles associated with your product or service (like in beer commercials).
- 16. Photos done by professionals** – Professional photography is expensive but necessary in advertising. Few

necessary in advertising. Few amateur shutterbugs are capable of producing ad-quality photographs, although they may think otherwise.

**17. Photos of all available parts and accessories.** People like to see everything included inside the box on the outside of the box.

**18. Photos of satisfied customers speaking about your product** – This type of visual is usually accompanied by a success story, testimony or claim of products overall superiority to others.

**19. Photos of technical reports and studies done on your product** – Have the content of these reports and

*You are never going to persuade any body or get them to believe in your product, if you can't keep them interested in your ad long enough to finish reading it*  
**SUPERTIP**

studies in sidebars.

**20. Photos that create metaphors or anchors in people’s minds** – A metaphor visual tries to hook readers by associating the pleasurable feelings you get when going to a party, with for example, a new popcorn maker.

**21. Photos that give a sense of size and proportion** – Show a miniature camera in the hand of a man or woman.

**22. Photos with captions** – Always caption your photos. Captions increase readership.

**23. Product being manufactured** – Show the assembly line. Show the product being packed and ready for

shipping.

#### 24. **Product being tested by a company scientist**

– Make sure your company scientist looks like a scientist. Put him or her in a white lab coat, wearing glasses and holding a clipboard.

#### 25. **Product in everyday use**

– Keep in mind when using these types of graphics that the way the person using the product is depicted is just as important if not more important than the actual product.

*Always caption your photos – captions increase reader-ship.*

**26. Simple visuals** – Keep visuals simple. Visuals with too many elements confuse readers.

**27. Sketches of planned product improvements** – Show sketches of forth-

coming products, planned applications, or new technology being used to manufacture products.

#### 28. **Tables of product specifications**

– Show tables summarizing product features and benefits, or tables listing the various models and versions of your product, to help readers make informed decisions.

### Using Eye-pleasing Designs & Layouts

The main purpose of ad design is to get people to read your ad and makes its information more easily communicated. Poorly designed ads with cluttered layouts look boring and turn readers off. However, properly designed ads with eye pleasing layouts, complement and reinforce body copy, increase communicability, and ulti-

mately expand readership.

To design better ads, experiment with large black type, unusual typefaces, borders, white space, and the strategic placement of illustrations, logos and photographs, to not only contribute to the total message of your ad, but also grab attention and interest if your headline or main visual fails to do so..

## Promising Exciting Content

Once people get past your headlines, visuals, designs and layouts, they quickly scan for content. While scanning, they are looking for excuses to continue reading or excuses to move on to something else. They are thinking:

“I’m not going to waste one more second on this, if I don’t find something real fast

that makes me feel good, gives solutions to my problems, promises to make me rich, or perhaps show me how to pick up members of the opposite sex.”

**REMEMBER:** *consumers scan ads idly*

## People read, watch & listen to advertising that . . .

Addresses major issues on beauty, health, old age, parenting, marriage, home, security, family, careers, education, and current social issues

Answers important questions or objections readers have on their minds

Arouses curiosity and makes readers turn the page, go on to the next sentence or paragraph, and read the fine print on the bottom

Contains important news

Contains free information

Demonstrates more than it describes

Drops famous names here and there as if the advertiser actually knows them

Explains and defines its jargon

Flows smoothly with no awkward phrases, confusing arguments, or strange ideas

Grabs attention by being subtle, simple and sensuous

Has a good opening paragraph

Has facts, examples, illustrations, stories, explanations and rules

Has personality

Has plenty of emotional appeal

Has showmanship

Has the word YOU in it

Implies bulk or community acceptance

Includes testimonials from celebrities

Is about a specific subject not often written about

Is clear, conversational, convincing, entertaining, enthusiastic, easy to read, helpful, honest, humorous, and sincere

Is personalized (customer’s name gold embossed on a direct mail letter)

## People read, watch & listen to advertising that . . . (continued)

Is exciting and maybe even aggressive, but not bossy or pompous

Is uninhibited, wild and sometimes downright indignant

Is written in a personal style so it sounds like a letter from a friend warm, helpful and sincere

Lists benefits not facts (a description of a product’s benefits is always more effective than a list of its features)

Makes a person say: “Hey! That’s just like me.”

Makes emotional appeals instead of logical arguments

Makes the uniqueness of its product stand out

Offers the reader something free that is easy to get (a gift, a pamphlet, a brochure or a sample)

Offers an incredible deal

Relates to the reader’s life

Seems to be coming from an expert

Seems to care about the reader’s problems

Sells advantages and benefits not things or features

Speaks directly about their life, their emotions, their needs and desires

Starts with a pertinent question

Sticks to buying points concerning reader, not selling points, concerning advertiser

Talks about people (like they do in soap operas)

Tells a story

Uses examples to stir the reader’s imagination

## People **DON'T** read, watch & listen to advertising that . . .

Centers on the manufacturer, its philosophy, and its success

Does not change its style to suit its audience

Does not have a point of view

Does not have a strong selling proposition or a cohesive sales pitch (such advertising presents the facts without really showing readers how these facts relate to their needs)

Does not talk about consumer needs

Gives product features instead of customer benefits

Gives the sources of the news or information, priority over the news or information itself

Has too much descriptive text in it

Is crammed with ideas and not enough breathing -space

Is based solely on logic

Is full of distractive influences not relevant to the product

Is full of enough technical jargon that you would have to be a rocket scientist to get through it

Is full of puffery and big claims that are not backed by proof

Is insensitive to peoples insecurities

Is overly aggressive

Looks and sounds too clever

Makes something big out of something little

Makes them look or feel bad

Overrates a product, it uses and reliability

Overestimates their knowledge of your product area

talks about body odor, bad breath or hemorrhoids

Talks about how the product is made or how it works rather than what it can do for the reader

Tells readers things they already know

Underestimates a reader’s intelligence and speaks down to them

# D

Develop by Injecting Desire

## ***DESIRE INJECTORS***

DESIRE IS like an addictive drug. Once inside your brain, you’re hooked.

Luckily for advertisers, people are full of desire, and thus quite predictable and even controllable. They buy things first and foremost because their emotions tell them they want them, and only secondly, because their brains convince them that they need them.

Therefore, as an advertiser, the bulk of your efforts should be focused on creating desire in your customers. This can be done

*DESIRE IS like  
an addictive  
drug.*

most effectively by:

%\$ **making claims and proving or supporting them with facts**, in particular those that speak to the benefits of your products and services.

This fundamental desire injecting technique can be further enhanced by:

%\$ building belief using testimonials and endorsements

%\$ establishing credibility

%\$ attaching pain to other people’s products and pleasure to yours

%\$ attaching pleasurable lifestyles to your product using anchors and metaphors

%\$ making your ad and product look and sound great

## Making Provable Benefit Claims

The simplest and most straightforward way to get people to buy what you sell is to make a claim and then elaborate upon, support and prove it using facts. In general, **claims** should always be directed towards meeting consumer needs. While **facts** should be real documented details about the product or service e.g., what features it has, how it is made, who makes it, and what it is made of – the more specific these details, the more believable your copy.

**NOTE** A *feature* is a descriptive fact about a product or service. A *benefit* is what the user of the product or service gains because of the feature.

*If you can come up with a good headline, you are almost sure to have a good ad. But even the greatest writer can't save an ad with a poor headline.*

**JOHN CAPLES**

## What Kinds of Claims Should You Make?

**Make claims that . . .**

**Promote the benefits of your product**

**or service.** Product points are usually highly touted in advertising messages, but they are relatively ineffective unless they are integrated with the second ingredient, benefits. Benefit points are the advantage a customer receives after purchasing the product. Your advertising should promise benefits and make those promises believable by naming the product points that will produce the benefits.

Therefore, give your readers reasons to buy by showing them the benefits they’ll get when they own your product or use your service. Show them an advantage

– what’s in it for them. Show them what they can gain, or accomplish, or how your product or service will increase their mental, physical, financial, social, emotional, or spiritual stimulation, satisfaction, well-being, and security.

Making claims about the benefits of your product or service is without question the most important desire injecting strategy available to advertisers.

**NOTE** Claims regarding benefits are usually directed towards meeting peoples’ needs and wants (see GB #46 for a list of possible needs and wants). Benefits can also come out of product/service features.

**Make claims that . . .**

**THE ODaC FORMULA**

*If you . . . grab attention, inject desire & promote action, people will . . . .*

**SEE** your ad

**WANT** what you sell

**BUY** what you sell

**Appeal to civic pride.** State, “since our company has been established, 35 new jobs have been created in the local area.”

**Appeal to peoples’ emotions.** To appeal to peoples’ sympathy, for example, state, “no animals were used or injured in the testing of our product.”

**Appeal to special interest groups.** For example, state, “5% of the purchase price of our product will be used to save the Sperm whale in the Antarctic.”

**Are believable.** Cynicism and suspicion abound today. Consumers are instinctively wary of advertisers who say they have the solution to all their problems. To compound the problem of being believ-

able, sometimes even the actual truth can be so startling that it comes off as being unbelievable. Therefore, it is often wiser to tone down copy and make statements that ring true. Use shocking claims cautiously or not at all.

**NOTE** It’s a customer’s “job” to be suspicious and cynical about the product you are offering. It’s your job as a salesperson and advertiser to neutralize those feelings so your product can get the fair hearing it deserves.

### **Make claims that . . .**

**Are informative.** To make an ad informative, change facts into benefits.

**Are provable.** A benefit claim that can’t be backed up is worse than no claim at all.

*To make an ad  
informative,  
change facts  
into benefits.*

**NOTE** The proof of the claim must be in proportion to the promise – the greater the promise the heavier must be the evidence – and of a nature that is relevant to the product or service being offered.

**Are vivid and dramatic.** Use vivid portrayal of dramatic situations, humanized facts, and word pictures to inspire readers to want, as soon as possible, what the product will do for them.

### **Arouse curiosity or suspense.**

Humans are naturally curious creatures. If you write a claim that makes them say, how can it do that? You’ve pretty much got them to read your entire ad.

**Compare your product favorably to the competitions’.** Show what your product does better than anybody else’s. Show benefit for benefit, how your product or service is superior in every way to the competitions’. If this is difficult to do, being that all features are relatively similar, dramatize a minor product difference. Say for example, “Ours is the only product with removable straps.”

**Make claims that . . .**

**Dramatize a product or service benefit presently being ignored by the competition.** You can gain market distinction by looking at your competitors’ ads and seeing if there is a benefit worthy of description that they’ve perhaps overlooked or given little attention to.

*Don’t make claims that talk about the buyer having to do anything . . . Talk about the product doing it for them.*

**SUPERTIP**

**Explain the real benefits of your product or service.** Excellent copywriters understand the real benefits of a product or service they are pushing. They don’t get bogged down with features. If they sell computers, for example, they don’t sell megabytes and megahertz, they sell productivity and efficiency, i.e., how fast the computer scrolls graphics intensive text, rotates 3-d objects or performs spreadsheet calculations. They understand that technology often propagates with no real advantage to the consumer.

**Have a wide general appeal.** Select sales angles with the greatest general appeal. Concentrate on them. Don’t clutter up copy with minor claims with limited pulling power.

## How to Turn Product & Service Features into Benefit Statements

WHEN WRITING body copy, never mention a product feature without turning that feature into a benefit for your customer. All facts can essentially be thought of as features waiting to become benefits.

To turn features or facts into benefits, take a single sheet of paper and divide it down the middle. On one side of the sheet, list all product features, facts and construction details. On the other side, change each of the listed features into a direct consumer benefit by asking yourself how does this feature make the product more attractive, useful, enjoyable, convenient, or affordable.

If for example, a hammer you are selling has been around for 100 years, that means nothing to your customer unless you also tell them that during that hundred years your company has never had one of these hammers break or crack.

## A Simple Method For Writing Effective Benefit Statements?

**WRITE YOUR BENEFIT** statement by dissecting it into:

- 1) The benefits the buyer will enjoy by owning your product or using your service; and
- 2) Which product or service features will help convince the potential buyer that the promised benefits are likely to be true.

EX: Benefit Statements for a Felt Tip Pen

“You can drop this pen on concrete from 20 feet in the air and it will not break because it is made of a strong plastic.”

“You can draw a jet-black line for more than 100,000 yards thanks to the large supply of quality ink.”

“This pen will not leave an ink stain on your shirt or in your purse, thanks to the snug- fitting plastic cap.”

“When you bend over this pen will not fall from your pocket because it features a strong spring steel clip.”

EX: Benefit Statement for a Tire

“You’ll feel better about your family’s safety (benefit) when they are riding on the new steal-belted radials from Armstrong – thanks to the interwoven blankets of steel embedded deep in the tread (product point).

**Make claims that . . .**

**Show how easy your product is to use.** Don’t make claims that talk about the buyer having to do anything . . . Talk about the product doing it for them.

**Show people what risks your product will help them avoid.** “*Show them what worries, losses, mistakes, embarrassment, drudgery, or other undesirable conditions your product will help them to avoid, lessen, or eliminate – how it will decrease their fear of poverty, illness or accident, discomfort, boredom, and the loss of business, personal, or social prestige or advancement.*” – **VICTOR SCHWAB**

**Show readers why they need your product.** Perception of need is based on perceived benefits. Therefore, to show

readers why they need your product or service, you must state a reason immediately followed by your benefit. State, “Would you pay \$150 to save \$500 a year or more on your taxes.”

**Show the economic benefits of using your product.** Show how your product saves people money time or effort.

*Show how your product saves people money time or effort.*

**Show your concern for the environment.** State that all your products use recycled paper.

**Talk directly about consumer needs, not yours.** Don’t make claims that talk about how great your company is. People want to know what’s in it for them, not YOU.

**Tie newness to an established base.** Products that are too revolutionary are left

on the shelf until other people have tried them. Nevertheless, people like things that are new (even if they aren’t really that new). Therefore, whatever you sell make it seem new, in some way or another. It’s got to be newer than something.

### What Kinds of Facts Should You Use?

#### To prove your benefit claims:

**Be specific.** Give details such as when, what, where, how much, who, and why. If the product is at all technical, give the exact specifications.

**Create an urgent need for your product or service.** State how people all over the world now need your product due to new trends in technology.

*Wit is a treacherous dart. It is perhaps the only weapon with which it is possible to stab oneself in one’s own back.*

**GEOFFREY BOCCA**

**Describe patents or special machinery.** Describe special patented manufacturing processes or precision machinery, which help benefit the consumer.

**Help consumers picture your product in use.** Use facts of a scientific or mechanical nature that clearly explain how and why your product can and will bring the advantages claimed.

**Indicate how many free samples have been given out.** The mere willingness to supply this proof may be a strong factor in stimulating actual purchase of product rather than mere acceptance of a sample.

**Indicate the increased popularity of your product or service.** Show

how your sales figures have constantly grown over the last five years.

**Inform.** Give away free information. Use facts, related to your product or service that most people don’t know about. Sharing information at no charge builds trust.

**Promote how great your customer service is.** Say, “We have 3 million satisfied customers worldwide.”

**Promote how much better your prices are compared to the competitions’.** If your price is better than the competitions mention it. If not, don’t.

**Promote the design and material of your product’s container.** Show how your container is convenient, handy, reus-

*Get your facts first, and then you can distort them as much as you please.*  
**MARK TWAIN**

able (perhaps for another purpose), environmentally safe, recyclable, made from recycled products, green, safe, and how well it maintains freshness.

**Promote the ingredients in your product.** State the tradename of a special ingredient and identify its specific value or effectiveness. State which ingredients are good for your customer’s health, where the ingredients come from, or exactly how much of a valuable ingredient is in your product. The known and commonly accepted value of any one single ingredient used in the product may also be stressed.

**Promote your company’s great location.** State how the geographic, climatic, or other advantages of your location have

a favorable bearing upon the merit and value of the product or service being sold.

**Promote your great unbeatable guarantee.** Show that you are willing to let the quality of your product or service speak for itself.

**Promote your speed of service or delivery.** This is especially important if you deliver food. If you need to guarantee freshness, say, “Pizza is free if not delivered in less than 30 minutes.”

**Prove the performance of your product or service.** Performance evidence tends to be more effective than construction evidence because it shows the average buyer what the product has actually done, rather than merely what it was

*Show when, where and how you have conducted studies to prove your product’s superiority.*

built to do. Show the results of endurance tests, gas mileage tests, acceleration tests, laundry tests, taste tests etc. Also, show dramatic performance records – in either ordinary or unusually difficult conditions – such as the Arctic cold or tropical heat.

**Prove you have conducted studies.** Show when, where and how you have conducted studies to prove your product’s superiority. Offer a free reprint of the study to interested readers.

**Show how well constructed your product is, as well as, prove the quality of your materials and design.** Show specifications of quality concerning design and details of workmanship in the product itself. State laboratory-test facts, or other specifications,

about tensile strength, streamline design, or any other elements attesting to durability, beauty, washability, utility, color fastness, purity, or any merit claimed for the product. Also, state facts about who supplies various parts of the product, when the names of such suppliers have known sales value e.g. Intel® Inside.

**Show the differences between your product or service and your competitors.** If you do have an advantage run with it. However, keep in mind that every time you mention the competition, you are giving them publicity. Your technical advantage therefore must be significant to put your company in a superior light. Otherwise, all you may be effectively doing is helping spread the opposition’s name.

*To prove your benefit claims show the differences between your product or service and your competitors.*

**Specify the exact contents of your product.** People like to know exactly what they are getting for their money. If you are promoting a compilation, such as a record album or anthology, give every title (or at least those titles that are the most salable).

Convince people that you are giving them a lot for their money.

**Tell where and how your product can be purchased.** State that your retail outlet is by a particularly well-known building, landmark or road.

**NOTE** Often, an ad will spend most of its effort attracting attention, and explaining benefits, but little effort in showing people exactly how to get to the place of business.

## How Should You Present Facts?

Facts in themselves are only as good as their presentation. Poorly presented facts can actually confuse more than they clarify. To solve this problem:

1. **Dramatize your facts.** Don’t simply just list your facts. Give them a sense of reality by presenting them in a real life situation. For example, if promoting a battery used in a flashlight, don’t just list how many hours it will last, show in words and pictures how its dependability and durability saved lives in an emergency.
2. **Explain your facts if you think consumers will doubt you.** Although facts are meant to remove

*Don’t simply just list your facts. Give them a sense of reality by presenting them in a real life situation.*

doubts about claims you have made, sometimes if they seem too far fetched, they will be viewed as untrustworthy. In these cases you must further explain them, giving reasons that are clear, logical and sound. If for example, you

are offering high quality oriental rugs at a greatly reduced price much lower than your competitor’s, to convince people that they are of the same quality, explain how your companies wholesale buying experience in the bazaars of the Orient made possible an exceptionally advantageous bulk purchase.

3. **Simplify your facts.** Technical specifications should be translated into the kinds of material that illustrates clearly and interestingly what the facts will do

for the reader. Present your facts from the consumer’s point of view – not from the manufacturer’s.

4. **Support your facts with clear explanatory dialogue.** After you have stated your facts, make certain they are properly explained or expanded upon. Don’t leave facts dangling.

### Building Belief

Since no one can possibly anticipate all the outcomes of every decision we make, we use our best judgment when making them. These judgments are almost invariably founded upon beliefs.

For most of us our beliefs are born out of external and internal influences, and further tempered by our emotions and intellect. However, as already stated earlier,

out of the two, our emotions play a far greater role than our intellect at influencing our behavior. Since emotions are easily influenced, our beliefs can also be easily influenced.

What this means to you as an advertiser is that you can systematically influence, build and even change peoples’ beliefs – to inject desire – and get them to buy your products or services. More specifically, you can make claims supported by endorsements and testimonials, as well as take steps to establish credibility in the eyes of the consumer to build belief and win them over for life. Furthermore, you can inject desire by making people believe your products

**NOTE** Belief is a funny thing. You can believe in something and have no desire for

*Don’t leave facts dangling.*

it, and at the same time you can desire something and have no belief in it. However, we are all creatures of habit. And over time the more we desire something, the easier it becomes to believe in it; while, the less we desire something, the easier it become not to believe in it.

### Using Testimonials

A **TESTIMONIAL** is a solicited or unsolicited letter, statement or record of praise of the experiences of a typical actual user or satisfied customer regarding your product or service. It is much more convincing than a manufacturer praising their product. In fact, even though testimonials cost you virtually nothing, they are crammed with the most effective advertising copy of all. The enthusiastic “here’s what happened” case-

*A man should go on living if only to satisfy his curiosity.*

**JEWISH PROVERB**

history reports of those who’ve had true experiences with your product or service, carry more selling power than anything you can think up or claim.

### To build belief get testimonials from: Discriminating or Well-known Users –

Get testimonials and endorsements from well-known picky users for whom your product has proven to be exceptionally useful, such as: foot-ease powder for policemen or postmen, running shoes for aerobic instructors, or sunburn creams for lifeguards.

**Local Citizens** – Localize testimonials and endorsements whenever possible. For example, when using a newspaper, the commendations of local people – with photographs and full name, if you can get re-

leases – mean more than the commendations of people in an entirely different section of the country.

**NOTE.** Don’t report information from your testimonial letters. Use actual quotes. **DON’T SAY:** “When Jack Bloom woke up after drinking a bottle of SunFlower Super Tonic the previous night, he said he remembered feeling great for two days”. **SAY:** “When I woke up the day after drinking a bottle of SunFlower Super Tonic,” says Jack Bloom, “I felt great for two days.”

**Satisfied Customers and Everyday Users** – Unsolicited testimonials are obtained when your customer writes to you on their own free will. They are more valuable

## Why People Want Facts?

PEOPLE WANT FACTS because they use them to judge the credibility and honesty of your claims. If the facts leave them puzzled, they will have difficulty believing that which you claim to be true. If however, the facts coincide with what they already know, and seem to be logically founded, trust will be built, bringing them that much closer to making a buying decision.

People also want facts to justify to themselves and to others, a purchasing decision, which may have been based on their emotions alone. In this case, they use facts as reasons and excuses for buying.

And finally, people want facts because they can use them to compare feature for feature your product with another company’s product.

than solicited letters because they tend to be more sincere. They can be especially convincing when used to promote your product or service to individual clients – one-on-one.

On the other hand, solicited testimonials can be obtained by asking past customers or spokespeople to comment on your product or service.

If using solicited testimonials in your advertisements, keep in mind that your target reader doesn’t need to know they were solicited.

**NOTE** Always get permission to use a letter from a customer. In fact, do not use a letter without written approval. Keep records of this.

*Facts influence. They are revered by people who cannot contradict them. Like statistics, they are extremely dangerous. They must be controlled and only revealed where essential.*

**ANON**

## Using Endorsements

An **ENDORSEMENT** is more of a seal of approval given to your product by another company, institution, regulatory agency or even high profile personality of credible reputation. Unlike testimonials, endorsements can cost you BIG money, especially if from a well-known TV star or athlete.

**NOTE** Both testimonials and endorsements provide performance evidence of your product in actual use by a third party not related to your company. However, the ones consumers tend to believe the most are the ones from people or organizations who do not benefit from the sale of your product or service.

**To build belief get endorsements from:**

**Athletes** – Endorsements from athletes can cost you big bucks. However, some will endorse products simply because it improves their performance dramatically. Especially if you show them your gratitude by offering them a free sample in exchange for letting you use their name.

**Experts or Authorities** – Get testimonials and endorsements from technical experts and authorities such as scientists, engineers, physicians, and dietitians. This will enable you to promote your product as “the wine most favored by wine connoisseurs,” “the automobile most automotive engineers buy,” or “the toothpaste most dentists recommend to their patients.”

**Government Agencies** – Get a seal of approval from a government agency. Approach the *Better Business Bureau* or

other regulatory agency and ask for their feedback.

**Movie Stars or Famous Singers** – If you can get them, endorsements from movie stars and famous singers can be fun and profitable. However, make sure the celebrity is of interest to your target market.

**Public Figures** – Commendations from local politicians and lawyers can provide a small service firm with a big boost even if the public figures are not that well known or even popular.

**Respected Institutions** – Include in your advertising awards, official recognition or contests won such as: races, contests, expositions, laboratory tests, editor’s choice awards, or records broken – especially against competitive products.

## Establishing Credibility

Every type of advertiser has the same problem, namely to be believed. However, this problem becomes less of an obstacle if the advertiser can establish their company as being credible. In general, to increase your credibility you must develop company philosophies centered around honesty, trustworthiness and integrity.

More specifically, to increase your credibility in the eyes of your consumers, you need to implement the following 20 strategies.

### To build belief and establish credibility:

**Admit to a few minor faults.** Credibility for all the claims can be increased if relatively minor faults are admitted. A little bad makes the good believable. An automobile

*Every type of advertiser has the same problem, namely to be believed.*

campaign for example, might admit that cars that cost much more have better seats. Very expensive seats, but better nevertheless.

**Always make honest claims.** There is faith in a promised benefit only as long as there is nothing in our experience to dispute or contradict it. People are not fools. Wise shoppers always check out the competition or other reference resources, to see if what you say is can be trusted.

**NOTE** Although, clever advertising can convince people to buy a bad product once, it can’t convince them to buy it twice.

**Be consistently accurate.** The reader expects accuracy, takes it for granted, and is choked and even outraged to find errors. Ten thousand accurate statements will not

undo the damage to credibility that one inaccurate statement can bring.

**Become a leader in your field.** If you become a market leader, not necessarily in sales, but in quality, people will take your word over the word of a lesser competitor. Being the best, instantly makes you credible.

**Commit yourself and your company to quality.** As the quality of your packaging, presentation, advertising and product or service increase so does your credibility.

**Get more “why” into your ad.** Believability is increased if stark or shocking claims are substantiated by clear, reasonable and logical copy about why the promise can be fulfilled. Even a “miracle”

*Give them quality. That’s the best kind of advertising.*  
**MILTON  
SNAVELY  
HERSHEY**

consumer benefit can be made credible if the “why” of it is well presented.

**Keep in mind that people are satiated with claims of perfection.** Claims of perfection are a dime a dozen. In fact, sometimes a little imperfection or understatement leaves a little room for people being pleasantly surprised, which can go a lot further than always claiming to be the best.

**List quality stores and outlets that carry your product.** Advertise which stores with a reputation for carrying quality merchandise, stock your product and sell it successfully. Use their reputation to endorse and add to your own.

**Make your facts more specific.** To make your facts more convincing, say: 99 44/100% pure (not 100 percent perfect.) Or say: 989,016 of these pens have already been sold (rather than almost one million).

**Mass promote.** If you’re BIG, people believe you. Likewise, advertising BIG makes people think you are BIG. Although this is one of the most expensive ways of building credibility, and hence dangerous if it backfires, it is also one of the most powerful.

**NOTE** When using this strategy, avoid becoming too self-important at the expense of demonstrating the benefits of your product.

*Belief is the foundation of desire. To inject desire you make people believe that your product is better than whatever else is out there, that it will solve all or most of their problems, and that it will make them feel better.*

### **POWERPOINT**

**Never spark controversy until you can clearly back up your claims with facts and evidence.** Unsupported statements will hurt your credibility.

**Promote your company’s good reputation.** Mention your reputation and standing in your industry; how long ago your business was established; and company policies indicative of your integrity, experience, and reputation.

**Promote your management personnel.** Mention your abilities and experiences as the founder of your company – or of any of your key executives responsible for its management.

**Promote your production and**

**service personnel.** Mention facts about your long-experienced craftsmen, engineers, research, people, dietitians, stylists, designers, or workers who personally plan or turn out the product – or about those who install or service it.

**Prove you’re the best, don’t just claim it.** You won’t be respected and believed, and considered credible until you have a consistent track record.

**Show innocence.** Innocence can be used to reflect sincerity.

**Show that your company will be in business for the long haul, not the quick profit.** Creating a sense of security and reliability builds credibility. In your advertising, mention your number of

employees, size of distributor network, size of plant, size of laboratory, money spent on R&D, annual sales, number of years in business, and growth rate.

**Use actual real life photos.** Actual before and after photos are more convincing and credible than sketches or drawings. The use of actual photographs, rather than drawings, increases credibility. Split-run tests have been made in which an advertisement containing a photograph outperformed by a high percentage the very same one containing a drawing.

*There is no such thing as “soft sell” and “hard sell.” There is only “smart sell” and “stupid sell.”*

**CHARLES H. BROWER**

**Use only testimonials and endorsements from reliable sources.** Readers must believe that the authorities you cite are reliable. A testimonial or endorsement

from an unreliable source can do more harm than good. For this reason, it is better to use testimonials attributed to real people with real addresses and names rather than blind or initialed testimonials.

### Use quotes from product reviews.

Whenever your product or service is written about in a newspaper or magazine, or reviewed on the news or a TV show, make sure you have a copy or a video. Use their quotes to help legitimize your claims.

*The essence of good advertising is not to inspire hope, but to create greed.*

**CHARLES  
ADAMS**

### Attaching Pain to Other People’s Products & Pleasure to Yours

Since the beginning of time men and women have based their decisions on pain and pleasure:

Stomach grumbling, hurt, must eat; bright light, touch, #@?!\*, hot, don’t touch again; hmmm woman, soft, nice, pick flowers; hmmm man, bad breath, headache.

Since the beginning of advertising, all advertisers have used pain and pleasure to sell.

**FIRST** they show you a problem, an old product, an old belief, or an old way of doing things, and associate massive pain with it. Their goal is to make you feel deep in your gut that your old ways of doing things have cost you pain in the past, is costing you pain now in the present, and will likely cost you pain in the near future.

Imagine a housewife cleaning an oven, looking like she wants to shoot someone

because she’s suffering so much. She’s madly scrubbing away with lines deep in her forehead, teeth grinding, her once beautiful dress tattered and torn. She’s sweating profusely, on the verge of tears.

**SECONDLY**, and most importantly, advertisers then present you with a better way, a cure, a glorious solution.

Suddenly, light cascades into the kitchen and colors change from blues, browns and blacks, to bright reds, yellows and oranges. In walks an angel carrying a bright colored container and a moment later everything sparkles and smells like fresh lemons. Birds are singing. The once haggard woman is now clothed in a beautiful dress and feels like

Cinderella. She’s in oven heaven.

For maximum effect, advertisers will repeat pain/pleasure images over and over in their advertising until their prospects have no choice but to submit and begin to associate their product with something wonderful and exciting.

This pain/pleasure advertising method is so ingrained in our minds that we almost demand advertisers to show us the pain we will leave behind and the pleasure and benefits we will reap, if we buy their product or service.

*Talking in a loud voice does not make people listen. It just annoys them.*

**FUNQUOTE**

### Using Anchors & Metaphors

Have you ever bought a chocolate bar knowing well that it is loaded with unhealthy refined sugar and fat, but believing more strongly that restricting your diet to *healthy foods* will reduce the quality of your

life? How is it that we as human beings can be so easily tricked into buying things we don’t really need or believe in?

As a consumer, one should be concerned about the above implications, but as a crafty copywriter, one should jump up and shout, “Quick! Teach me how I too can brainwash the masses and make a piles of money!”

### Using Anchors and Metaphors to Attach Pleasurable Beliefs and Lifestyles to Your Products

**& Services** – Advertisers consistently change consumer beliefs about their products or services, by using anchors and metaphors.

An **ANCHOR** is a symbolic representation of a belief, such as a flag that can be used to represent patriotism and a uniform

security and order. By attaching anchors to products, advertisers can influence our beliefs – perhaps ever so slightly at first, but over the long run dramatically. They can make us buy products we really don’t believe in by attaching to it ideas, values or feelings we do believe in.

On the other hand, a **METAPHOR** is a word, subject or idea used in place of another to suggest a likeness between them. Metaphors are compact. They can distill complex ideas and emotions into simple images. They can be used to help explain and clarify meaning that otherwise would be lost to normal everyday folk. In fact, all great teachers – Buddha, Mohammed, Confucius, Lao Tzu, and Jesus Christ – have used metaphors to convey their teachings.

*An **ANCHOR** is a symbolic representation of a belief.*

Advertisers, knowing this, will often sell products, not on their own merits, but rather by creating metaphors that compare their products with something pleasurable or desirable. This is why on hot days it is easy and pleasurable to suddenly imagine guzzling soda pop while sitting on a warm beach with a beautiful woman or man fanning you with a palm leaf.

**NOTE** Great metaphors often make great slogans e.g., “Life is a beach.”

### **Making Your Ad Look Good**

In advertising, words sell, not graphics. However, never underestimate the power these have to influence the meaning of those words. People buy what appeals to their senses. They have a tendency to think, if it looks good, tastes good, feels good, smells good, sounds

good than it probably is good.

The proof of this is in the fact that companies spend billions of dollars each year on product packaging and ad design to make things look appealing and impart the right emotional hook.

### **Making Your Ad Sound Good**

The way your ad sounds . . . the music of your language – its rhythm, its poetry, its lyrical qualities – contributes towards creating favorable images and feelings. In many cases making a sale is based more on how you say it, not what you say. If your writing sounds good, people will tend to want to believe what you have to say, and if they believe you, will tend to want to buy what you have to sell. The way your ad

*Sell the relief,  
not the remedy.  
Sell the cure,  
not the preven-  
tion.*

**ADVERTISING  
SAYING**

sounds also depend on the mood or tone of your ad. Creating the right tone allows you to tap into emotions, lower shields, establish trust, and nurture belief.

**NOTE** To make your ad sound good, you must know what your target market wants, needs and likes to hear.



**Ads can sound – brotherly, devoted, and empathetic. Furthermore, ads can sound:**

|               |              |
|---------------|--------------|
| enlightening  | preachy      |
| ethnic        | presidential |
| explosive     | scientific   |
| fiftyish      | secretive    |
| humorous      | sensitive    |
| intellectual  | shocking     |
| judgmental    | sisterly     |
| miserly       | sixtyish     |
| modern        | subjective   |
| motivating    | spiritual    |
| nosy          | snobbish     |
| objective     | sympathetic  |
| old-fashioned | teacherly    |
| paternalistic | universal    |
| personal      | uplifting    |
| physical      | visionary    |

## C

## Close by Promoting Action

***ACTION PROMOTERS***

GRABBING ATTENTION and injecting desire are *important tools* of effective advertising, but the *only purpose* of these tools is to promote action. In fact, from the headline down, all strategies should be geared towards three things: closing the sale, closing the sale, and closing the sale.

This section contains **47** strategies you can use to promote action and get people to buy.

**NOTE** While reading an ad people tend to stop and reevaluate it after the picture, af-

ter the headline, after the opening paragraph, after skimming through it, after reading the last word, and after putting it down and thinking it over. An effective ad however, removes one by one all of these cautionary tendencies, then carefully guides the reader to form one unshakable thought: “Where the heck did I put my credit card?”

**Encouraging, Persuading & Demanding Action****To get people to buy your products & services:**

- 1. Anticipate objections.** Write down twenty reasons why prospects might not want your product or service, and then come up with twenty persuasive answers or reasons that refute these objections. This information can then

be incorporated into your copy in a problem-solution format or organized into some kind of narrative. With all or most of their objections overcome, prospects are more likely to lose their purchasing anxieties and feel they are doing the right thing.

2. **Be aggressive.** When subtlety fails, some experts believe that the simplest form of asking for action is better than none at all. Straight out ask your prospect to switch to your brand, send for a free brochure, call your sales staff, send you a check, fill out your coupon or reply card, or use your toll-free number.

*Tell a man there are 300 billion stars in the universe and he'll believe you. Tell him a bench has wet paint on it and he'll have to touch to be sure.*

**JAEGER**

proven to be sensitive and easily offended by overly aggressive advertising, use more subtle and unassuming approaches. Give them the opportunity to choose to buy, rather than demand it from them.

3. **Brandish respected trademarks.** Make sure the logos, trademarks and brand names of reputable companies are clearly visible in your advertising.
4. **Clearly indicate who is responsible for what.** Use headlines or subheadings to clearly indicate what you agree to do and what you want the reader to do. Use, “What we agree to do” . . . and “What you agree to do.”

5. **Give away free catalogs, bro-**

**NOTE.** If your target market has been

**chures or even booklets.** These items can be used to add people to your mailing list and possibly turn them into cash paying customers at a later date.

- 6. Give away free products with a customer’s main purchase or inquiry.** Free prod-

public has been so thoroughly conditioned by premiums, that they expect them.

**10. Give away premiums.** A premium is a gift, novelty, attachment, or something extra added. Sometimes old stock that needs to be gotten rid of can be used as promos.

**11. Give away trading stamps or points.** Every time a customer makes a purchase you might consider giving them points or stamps towards future purchases. This builds customer loyalty.

**12. Give customers response options.** For direct mail promotions, a Yes/No/Maybe response option has proven to generate more responses

than a simply “yes.”

**13. Give discounts.** Business owners can give:

%\$ assemble yourself discounts

%\$ buy now discounts

%\$ buy one get one free discounts; cash payment discounts – a 10% discount for payments in cash can increase cash flow while reducing the risk of uncollectable A/Rs

%\$ child and youth discounts

%\$ education discounts

%\$ government discounts

%\$ institutional discounts

%\$ membership discounts

*If someone were to stand in front of a group, hold up a twenty-dollar bill, and try to sell it for one dollar, most people would be skeptical.*

%\$ quantity discounts – the more you buy the cheaper the price

%\$ senior citizen discounts

%\$ student discounts

%\$ valued customer discounts

**NOTE** If someone were to stand in front of a group, hold up a twenty-dollar bill, and try to sell it for one dollar, most people would be skeptical. We are programmed to think that there must be some kind of catch in exceptionally good offers. Good marketing doesn’t depend on miracle deals.

**14. Give in-store demos.** Offering a free trial period, a store demo version, or a free in-store demonstration of product use can help in-

*It is far easier to write ten passably effective Sonnets, good enough to take in the not too enquiring critic, than one effective advertisement that will take in a few thousand of the uncritical buying public.*

**ALDOUS HUXLEY**

crease sales.

**15. Give payment options.** Giving payment options like no interest down plans; leasing plans; *don’t pay a dime till next year* events (used mainly by furniture stores); CODs; different currencies; or payment by check, Visa, American Express, MasterCard, Diner’s Club, Discover, purchase order, cash, or money orders, makes it easier for more kind of customers to do business with you long distance or retail.

**NOTE** Credit card options can increase response usually by 50% for mail order firms in particular.

**16. Have a contest.** In a contest,

you can ask a prospect to do something (like write a “why you like their product” letter). In a sweepstakes, you get your prospect to fill out an entry form. You can then add their name to your mailing list for future promotion.

**NOTE** Sweepstakes, particularly in conjunction with impulse-purchases, can increase order volume 35 percent or more. Both contests and sweepstakes are excellent ways of creating mailing lists.

**17. Have an exceptional offer.** In the final analysis, it is the offer (the meat of your promotion) that is important to your prospect not the gingerbread that surrounds it. A great offer, deal, proposition or promotion, psy-

*Readers are peeping toms trying to glimpse into other peoples lives. Curiosity rules our actions.*

**FUNQUOTE**

psychological can justify almost any purchasing decision. People hate missing out on good deals. Human instincts compel them to act even though they may be thinking: “It may be a poor decision, but this fabulous offer more than justifies the risk.”

**NOTE** It is insufficient to advertise your promotion as a good offer, it must actually BE a good offer.

**18. Include free postage.** Including free stamps or postage guaranteed envelopes in your direct mail promotions increases response. However, the cost of doing so must be carefully monitored with the increase in orders.

**19. Include shipping and handling at no charge.** In general, people dislike

paying sales taxes, shipping and handling charges and any other fee added to the base price of a product. To avoid creating this bad feeling, say that you will pay all shipping charges. This strategy works well for expensive items that are inexpensive to ship.

**20. Include your customer's return address on their reply envelopes.**

If you paste a label on a BRC already made out with the customer's name and address, you will receive more orders because he or she has less to fill out.

**21. Install a Fax machine at your place of business.**

Having a Fax ordering system can greatly reduce the wait time between orders sent and or-

*To make it easier for your customers to order, analyze their buying practices and habits.*

ders received as well as reduce the potential for order errors.

**22. Install a toll-free 800 number.** If most of your target audience qualifies for your offer, use a toll-free phone number to increase response. Display

this number prominently in your advertising and promotional material. This is especially true if the product can be ordered directly with a credit card.

**NOTE** If you want to qualify your leads, especially when selling expensive items, use a regular company phone number.

**23. Make it easy to order.** To make it easier for your customers to order, analyze their buying practices and habits. Then try to identify the all the things

that make it difficult for them to follow through on a buying decision. After, take steps to permanently remove these obstacles from your ordering process.

Specifically, you can make it easier and simpler for people to order by:

- %\$ Giving them your exact location
- %\$ Showing them how to get to your location
- %\$ Drawing them an auto map, with an x marking the location of your store
- %\$ Including your phone number and what department or individual to call
- %\$ Including the number of your floor if

*By offering several versions of your product or service, you are more likely to leave your prospect asking which one, not should I or shouldn't*

you are in an office building

%\$ Stating the delivery charge for areas beyond free delivery sections

%\$ Including instructions on how to measure when ordering textiles, shoes etc.

%\$ Stating exactly what the customer should say when ordering items by phone

%\$ Giving full details about easy payment plans

%\$ Stating the hours, evening, and days when your business is open

**24. Offer a large selection.** By offering several versions of your product or service, you are more likely to leave your prospect asking which one, not

should I or shouldn't?

**25. Offer a money back rebate.** The advantage of offering a money back rebate, is twofold: not only will you increase consumer response, but after they buy your product and send in for their rebate, you get the address of a highly qualified prospect who will likely be interested in buying similar products from you in the future.

**26. Offer a special benefit for repeat buyers.** Since repeat customers are meat and butter of most any business, it makes sense to keep them happy. However, remember if you offer them too much of a good thing, they will expect it. Your incentives should be inconsistent.

*People will buy anything that is one to a customer.*

**SINCLAIR  
LEWIS**

**27. Offer a video demo.** Video presentations are fast becoming the preferred form of product demonstration or advertising. Give your prospects an opportunity to see you company or product in real life. Offer this video, free, for a small fee, or for a refundable fee when video has been returned.

**28. Offer introductory prices.** Introductory prices are usually given to services and products that are usually sold at a loss in the short run, in order to encourage business in the long run. They are used to introduce products or give life to old products in need of a market awareness boost.

**29. Offer rush service.** Offering speedy

delivery of your product or service, is a good way of increasing response.

- 30. Offer to pay sales tax.** By offering to pay local, county, state, and any federal sales taxes that are normally charged for all the goods or services you sell, you can increase ordering percentages. Although this is essentially the same as offering a discount equal to the percentage of sales tax, many people prefer it, being that they passionately dislike paying sales taxes.

*People buy with their hearts no matter how much their brain tells them otherwise.*  
**SUPERTIP**

- 31. Offer up-grades.** Offer special deals or competitive upgrades to new customers who switch from a competitor's product to your product.
- 32. Print reminders on envelopes.**

Have reminders printed on your order form or reply envelope to make sure your customers remember to fill out and do everything required for their order.

- 33. Promise inexpensive up-grades.** Promising inexpensive upgrades for fast moving technology, goes a long way towards removing or alleviating a prospect's fear of buying a product that will be obsolete the minute it leaves your door.

**34. Provide return labels.** If your customers have to mail in your forms or coupons, provide them with labels they can stick on envelopes. Not only will this give them less work to do, but it is impossible for them to now make a

mistake when writing out your address since it has already been done for them.

- 35. Provide special rates to members only.** Providing special rates or services to members only, can build company loyalty.

**NOTE** Memberships can be made more appealing when accompanied by a newsletter.

- 36. Sincerely encourage customers to take the desired action.** With an understanding of human motivation and a unique selling proposition, you can carefully suggest to readers something to do which will ultimately establish a closer bond between your product or service and the readers themselves.

*Memberships can be made more appealing when accompanied by a newsletter.*

- 37. State a time limit.** Time limited offers, particularly those which give specific dates, outpull offers with no time limits every time.
- 38. Stress how great your customer service is.** If your company has a reputation as being fair, supportive and having an undying dedication to customer satisfaction before and after a sale, this can contribute greatly to removing a new customer’s fear of buying from you. Constantly reminding them about your great customer service throughout your copy, can help build the feeling of security they need.
- 39. Use a street address not a P.O. box.** People are more likely to buy

from you if you have a street address rather than a P.O. box. A street address gives the impression that your firm is large, stable and well established.

**40. Use BRCs.** A Business Reply Card (BRC) is a very handy and convenient way to get prospects to respond quickly to a product or service promotion. BRCs are primarily used for selling expensive items or creating new leads. You can apply for a permit to use business reply mail at your local post office.

**41. Use discount coupons.** When offering a discount consider using a certificate or simulated check. They attract attention and increase involvement – two good ways of boosting response.

*People are more likely to buy from you if you have a street address rather than a post office box.*

**NOTE** For some people, finding and cutting out discount coupons, has become more than just a chance to get a better deal, it has become a full-time hobby.

**42. Use loss leaders.** To get people into your place of business, sell products or services where you lose money or break even. This activity is widely practiced by supermarkets. Service companies can also provide similar introductory offers to build client lists.

**43. Use order coupons.** Any well-written ordering coupon can boost response between 25 and 100 percent.

**44. Use postscripts.** A P.S. can be used at the end of your ad and in most DM letters to remind your prospects one

last time of your great guarantee, product benefit, offer, deadline, or offer value. Research shows startling jumps in response when additional offers are mentioned in the P.S.

#### 45. Use guarantees and warranties.

If a prospective client has read your advertising, and wants your product, they may still have doubts about a final purchase. They have reached what advertisers call: *the moment of truth*.

Even if you have persuaded them brilliantly with great benefit claims, eye-opening facts and concise logical arguments, they may still doubt you. What they want is absolute proof. They want a manufacturer’s warranty,

*Many people have something to say. But if it doesn’t come from the heart, no one will listen.*

#### **POWERPOINT**

a lifetime guarantee, a 3-year guarantee or in the least a 30-day money back refund policy.

Clearly stating your guarantee and refund policy goes a long way in making customers feel comfortable about buying from you. Repeating your guarantee in the final stages of your order form or at the end of your ad is paramount. This is where your customer is making their final decision.

**NOTE** If it was financially possible, all businesses would offer iron-clad guarantees. However, although a great guarantee can increase your business dramatically, if your product is not up to par, or something happens that you have no control over (like sudden bad

press), you may end up losing a fortune in returns. As a business person, you must find the balance between satisfying your customers need for security, the minimum requirements of the law, your competitions policy, how much will it cost to honor the warranty, and whether you want to separate your self from the pack.

**46. Use negative option selling techniques.** Used mainly by large mail order record and book distributors, negative options selling works like this: a customer orders a book (usually at a reduced price) and subsequently is sent a book and a bill every other month at a regular price. The customer then has the option of sending the book back for a refund or keeping it.

*Interestingly enough, the packaging is usually designed to be destroyed when opened.*

**NOTE** To keep customers from sending books and tapes back, companies that use negative option selling generally require that all tapes and books be sent back in their original packaging making the return process extra work. Interestingly enough, the packaging is usually designed to be destroyed when opened.

**47. Use simple order forms.**

Customers will not follow through on a purchasing decision if they don’t understand your ordering form or ordering process. Making your form easy to fill out can greatly reduce customer’s ordering anxieties.



## Summary of Advertising Formulas **A**

| <b>AIDA</b>                                                                                                                                                                     | <i>VICTOR SCWABB'S FORMULA</i>                                                                                            | <i>ROBERT COLLIER'S FORMULA</i>                                   | <i>DANIEL STARCH'S FORMULA</i>                                              | <i>THE HUMAN ANATOMY FORMULA</i>                                                                                                                                                                                                                                                                                                                                                                                                     | <i>QUESTIONS THAT GO THROUGH A CONSUMER'S MIND</i>                                                                                                                                                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p style="color: #008080;">ATTENTION</p> <p style="font-size: 2em; color: #800080;">A</p>                                                                                       | <p>Get attention</p>                                                                                                      | <p>Attention</p>                                                  | <p>Advertising must be seen.</p> <p>Advertising must be read.</p>           | <p>The <b>EYES</b> of your ad are its attention grabbing visuals. A picture of your product in use or the reward from its use can add extra impact.</p> <p>The <b>VOICE</b> of your ad is its attention grabbing headline. Your headline should state a believable promise and direct it to the right audience.</p>                                                                                                                  | <p><b>WHO</b> are you, what are you, and why should I even look at you?</p>                                                                                                                                                                                                      |
| <p style="color: #008080;">INTEREST</p> <p style="font-size: 2em; color: #800080;">I</p> <p style="color: #008080;">DESIRE</p> <p style="font-size: 2em; color: #800080;">D</p> | <p>Show people an advantage.</p> <p>Prove this advantage using facts.</p> <p>Persuade people to grasp this advantage.</p> | <p>Interest</p> <p>Description</p> <p>Persuasion</p> <p>Proof</p> | <p>Advertising must be believed.</p> <p>Advertising must be remembered.</p> | <p>The <b>BODY</b> of your ad is the guts of your ad. It delivers details, features and lists benefits.</p> <p>The <b>ARMS</b> and <b>HANDS</b> of your ad try and make your message or product claims credible, believable, and ultimately desirable. It uses specific statistics, testimonials, test reports, and proofs of popularity, all of which try and prove the value of your product.</p>                                  | <p><b>WHAT</b> is in it for me if I listen to your story? What benefits are you going to offer me: convenience, a specialized service, a new improved product?</p> <p><b>WHY</b> should I believe what you have to say?</p>                                                      |
| <p style="color: #008080;">ACTION</p> <p style="font-size: 2em; color: #800080;">A</p>                                                                                          | <p>Ask for action.</p>                                                                                                    | <p>Close</p>                                                      | <p>Advertising must lead to action.</p>                                     | <p>The <b>LEGS</b> and <b>FEET</b> of your ad try and get some kind of commitment on the part of your customer to spend, send, call, attend, or walk to your store and buy your product. It tells you how to order by mail, by phone, or by credit card. It tells your address, indicates limited-time offer, limited quantity, special bonus, rewards for promptness, or encourages enjoyment of benefits now instead of later.</p> | <p><b>HOW</b> much will it cost and how can you help me pay for it?</p> <p><b>WHERE</b> can I buy it: on your premise; through approved outlets; at your home; through mail-order?</p> <p><b>WHEN</b> can I buy your product or service (regular hours, evenings, weekends)?</p> |

## Summary of Advertising Formulas **B**

| BOB STONES' FORMULA                                                                                                                                                                          | HENRY HOKE'S FORMULA                                                                                                                                    | FRANK DIGNAN'S FORMULA                                                                                                         | <i>EGS's</i> <b>ODaC</b> FORMULA                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| <p>Promise a benefit in your headline or first paragraph, your most important benefit.</p>                                                                                                   | <p><b>PICTURE</b><br/>what the product can do for the reader.</p>                                                                                       | <p><u>STAR</u><br/>A star is an opening, which quickly captures the reader's attention.</p>                                    | <p><b>OPENERS &amp;</b><br/>What's it about?<br/>Open by grabbing attention.<br/>Ask yourself:<br/>How can I make people want to read, watch or listen to my ad?</p>                                | <p><b>ATTENTION GRABBERS</b><br/>Headlines and Graphics<br/>Smooth Transitions<br/>Eye Pleasing Logos<br/>Strong Opening Paragraph<br/>Manufacturer's Name<br/>Product Name<br/>Best Feature, Fact or Benefit<br/>Well Thought Out Design &amp; Layout<br/>Interesting Content</p>                                                                                                                                             | <p><b>OPEN</b></p>      |
| <p>Immediately enlarge upon your most important benefit.</p> <p>Tell the reader specifically what he or she is going to get.</p> <p>Back up your statements with proof and endorsements.</p> | <p><b>PROMISE</b><br/>that the picture will come true if the reader buys the product.</p> <p><b>PROVE</b><br/>what the product has done for others.</p> | <p><u>CHAIN</u><br/>A chain is a series of facts to change the reader's casual attention to a real and sustained interest.</p> | <p><b>DEVELOPERS &amp;</b><br/>What's in it for them?<br/>Develop by injecting desire.<br/>Ask yourself:<br/>How can I make people want what I have to sell?</p>                                    | <p><b>DESIRE INJECTORS</b><br/>Belief Builders<br/>Facts &amp; Features<br/>Confusing Terms Defined<br/>List of Benefits Backed by Facts<br/>List of Needs Being Met<br/>Response to Market Trends<br/>Ads that Looks Good<br/>Ads that Sounds Good<br/>Ads that Set an Appropriate Mood<br/>Problem/Solution Statements<br/>Pain/Pleasure Images<br/>Endorsements<br/>Testimonials<br/>Case Histories<br/>Success Stories</p> | <p><b>DEVELOP</b></p>  |
| <p>Tell the reader what he might lose if he doesn't act.</p> <p>Rephrase your prominent benefits in you closing offer.</p> <p>Incite Action.</p>                                             | <p><b>PUSH</b><br/>for immediate action.</p>                                                                                                            | <p><u>HOOK</u><br/>A hook is something to impel the reader to take the desired action.</p>                                     | <p><b>CLOSERS &amp;</b><br/>What do they do next?<br/>Close by promoting action.<br/>Ask yourself:<br/>How can I encourage people to buy my product and what can I do to make it easy for them?</p> | <p><b>ACTION PROMOTERS</b><br/>A Spectacular Offer<br/>Price incentives<br/>Special Offers<br/>Guarantees<br/>Limited time offers<br/>Excellent Order Forms<br/>Smooth Transition to Order Form<br/>Credit Card Ordering<br/>800 Numbers<br/>Negative Selling<br/>Excellence of customer service<br/>Postscripts that Repeat Offer<br/>Memorable Slogans<br/>Ask for Their Order</p>                                           | <p><b>CLOSE</b></p>   |

## ODaC FORMULA: SUMMARY CHART

|                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p style="text-align: center;"><b>O</b></p> <p style="text-align: center;"><b>ATTENTION GRABBERS</b></p> | <ul style="list-style-type: none"> <li>' \$Have you told them right away who you are and what your ad is about?</li> <li>' \$Does your ad make people want to read watch, or listen to it?</li> <li>' \$Is your ad filled with subheading and seconds illustrations to make the ad easier to find key information?</li> </ul>                                                                                                                                           | <ul style="list-style-type: none"> <li>' \$Do you have effective graphics?</li> <li>' \$Is your ad structured?</li> <li>' \$Do you have a good design and layout?</li> <li>' \$Do you have interesting content?</li> <li>' \$Have you shown or hinted at the ultimate benefit of using your product?</li> </ul>                                                                                               | <ul style="list-style-type: none"> <li>' \$Does your ad select or target in on your desired prospect?</li> <li>' \$Does your ad create a good first impression?</li> <li>' \$Do you have a smooth transition from heading to opening paragraph?</li> <li>' \$Does your copy provide instant orientation?</li> </ul>                                                                                                                                      | <ul style="list-style-type: none"> <li>' \$Is your product name easily visible?</li> <li>' \$Does your ad visually reinforce your message?</li> <li>' \$Does your LOGO stand out?</li> <li>' \$Have you created curiosity?</li> <li>' \$Do you have an effective headline?</li> </ul>                                                                                                                                                                                             |
| <p style="text-align: center;"><b>D</b></p> <p style="text-align: center;"><b>DESIRE INJECTORS</b></p>   | <ul style="list-style-type: none"> <li>' \$Have you told them what's in it for them?</li> <li>' \$Have you made them want what you have to sell?</li> <li>' \$Have you proved your benefit claims with facts?</li> <li>' \$Have you turned features into benefits?</li> <li>' \$Have you built belief in your product?</li> <li>' \$Have you written in concrete language?</li> <li>' \$Have you used the language of life, not the language of advertising?</li> </ul> | <ul style="list-style-type: none"> <li>' \$Does your ad tell the customers what other people think?</li> <li>' \$Have you supplied endorsements?</li> <li>' \$Do your words say what your pictures show?</li> <li>' \$Have you supplied testimonials?</li> <li>' \$Does your ad look good?</li> <li>' \$Does it employ readable typography?</li> <li>' \$Have you established maximum credibility?</li> </ul> | <ul style="list-style-type: none"> <li>' \$Does your ad sound good, like its written by a professional or someone who is very excited about your product?</li> <li>' \$Have you created an appropriate mood?</li> <li>' \$Is your ad personal?</li> <li>' \$Is your ad flattering?</li> <li>' \$Does your ad leave no stone unturned?</li> <li>' \$Have you overcome all possible objections?</li> <li>' \$Is your ad emotional and dramatic?</li> </ul> | <ul style="list-style-type: none"> <li>' \$Have you attached pain to other people's products and pleasure to yours?</li> <li>' \$Have you defined all confusing terms?</li> <li>' \$Have you concentrated on benefits &amp; needs being met, not facts &amp; features?</li> <li>' \$Have you explained how your product is responding to market trends and needs?</li> <li>' \$Have you proved superior value or your product or service compared to your competitors?</li> </ul> |
| <p style="text-align: center;"><b>C</b></p> <p style="text-align: center;"><b>ACTION PROMOTERS</b></p>   | <ul style="list-style-type: none"> <li>' \$Have you asked your prospect to place an order?</li> <li>' \$Do you have credit card buying?</li> <li>' \$Have you made it easy for them to buy?</li> <li>' \$Have you clearly indicated shipping costs involved?</li> <li>' \$Do you have a good slogan to sum your promotion up?</li> <li>' \$Does your promotion make use, of power of negative selling?</li> </ul>                                                       | <ul style="list-style-type: none"> <li>' \$Have you given sufficient weight to the ordering mechanism?</li> <li>' \$Have you repeated key selling points?</li> <li>' \$Have you given logical and emotional reasons for immediate response?</li> <li>' \$Have you placed your company address in an easy to see spot?</li> <li>' \$Is there anything you've taken for granted?</li> </ul>                     | <ul style="list-style-type: none"> <li>' \$Do you have price incentives?</li> <li>' \$Have you included every convincing reason for responding?</li> <li>' \$Have you indicated that your offer is a limited time offer?</li> <li>' \$Do you have a smooth transition from ad content to the ordering procedure?</li> <li>' \$Do you have an 800 number?</li> <li>' \$Do you have an excellent order form?</li> </ul>                                    | <ul style="list-style-type: none"> <li>' \$Have you reminded customers of your excellent customer service?</li> <li>' \$Do you have a postscript (P.S.) that repeats offer?</li> <li>' \$Do you have a good guarantee?</li> <li>' \$Have you provided strong assurances of customers satisfaction?</li> <li>' \$Have you obtained critical opinion of your ad from others?</li> <li>' \$Do you have a good offer?</li> </ul>                                                      |