



Great Copywriting Part II – The Copy



When recently making a personal appearance at a media conference in Toronto an audience member raised her hand and asked, “What’s the most important part of an ad?”

Answer: the headline, without exception, is the still the most important bait for any successful ad followed immediately by great copy.

To most advertising sales reps or entrepreneurs the illustration remains the pivotal point and they usually start creating an ad idea by searching the cut book directories or magazines for something they believe to be eye-catching. The foremost reason why many publications are beautifully decorated with ads that just don’t produce results. Not yours of course.

I know, a picture is worth a thousand words, but a thousand words create an entire mini- movie in the imagination of the reader.

Most overlooked when creating an ad is the power of the imagination. One hundred billion neurons can be lit up like a Christmas tree to create images of successful outcomes (hope) by using the right words to put the user into the story.

“Imagine having an extra 30 grand at the end of this year.”

Immediately you’re spending the money in your mind. Or how about “Imagine the freedom.” This little gem sells gobs of lottery tickets every week.

The ever important first line needs to grab the readers curiosity; like

“What do Johnny Cash, Red Hot Chili Peppers and Neil Diamond have in common?”

Keep them engaged.

Try keeping it simple like: “Nothing could be easier.”

Everybody loves quick and easy cause it means, “I don’t have to think.”

Don’t make me think; it hurts.

That’s why the beer commercial features hot girls on skates to deliver Blue Light on ice highways. Loopy and simple with little thinking required but an abundance of fantasizing.

The whole point of sentence one is to get you to read sentence two; and the purpose of sentence two is to lead you to the third. (The hipbone’s connected to the thighbone and so on and so on.) You get the idea.

Ok, about curiosity. Not only does it often get us in trouble it’s one of the most powerful impulses in advertising. That and unexpected surprise. So use ‘em.

When you end a sentence or paragraph use a curiosity spike that will set the hook for the next one.

Try these out:

“But wait, here’s the good part.” or

“But it doesn’t stop there.” or

“You won’t believe this.” or

“The rest is just too good to be true.”

The idea is to lead them to what’s in it for them, the climax that you’ll reveal later.

Beyond curiosity, emotion is the most compelling sensation when we buy.

We buy based on emotions and rationalize after the fact. You know the sensation of buying those Manolo Blahniks that were such a great deal, or “they were on sale”.

So use emotions, they’ll set off the red-hot sensation buttons.

Sexiness – as it relates to love, friendship or sensuality.

Greed – everyone’s attracted to bargains or a deal.

Instant gratification or Urgency – great motivators.

Feeling involved – get them on your landscape.

Hope – the all-time great motivator.

And of course the really BIG one, Fear.

“Rogaine; use it or lose it.”

Beyond the headline, it’s the copy that sells product not artwork alone; But put them together with great artwork and you’ll have Ads On Steroids©.

By the way, these tactics are equally effective with any written sales tool; email, sales letters, blogs or websites.

Engage your reader’s curiosity and trigger their emotions to write a winning ad.

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