



ATTENTION:

If you're thinking of advertising, don't spend another dollar until you read this:

It drives me crazy when I hear clients tell me they've spent five, ten, twenty-five or thirty thousand dollars on their advertising and are not seeing their expected results. Most of the time the problem arises when an advertiser leaves the content of their ad to the last minute. Usually in the heat of the moment just prior to somebody's deadline for the sake of having something in a newspaper or magazine they start to panic and run the same old, same old thing.

Furthermore even if clients do plan ahead most often they are not paying attention or researching what actually works in an ad. MOST ADS LACK FOCUS.

It's not like the elements of great ads are some deep dark secrets. Most of the strategies that work have been around for over a century.

So why not make the effort, get smart and do the right things.

The problem? Most advertisers copy somebody else and the other guys have no idea what they're doing either.

Here's the deal, I'm going to give you the good stuff I've picked up along the way over the last 30 years in advertising and marketing.

What most advertisers and ad sales reps fail to understand is the power of the headline.

I know, I know borrrrrring; not what you thought I was going to say, but listen up the effectiveness of any ad is 50 to 75% the headline you choose.

Think about this you have in the neighbourhood of .7 of a second to grab the reader's attention. You can't even snap your fingers that fast.

Make the headline effective and you increase the power of any ad by 200 to 300%.

Not just anything, but a real show stopper. Something that grabs the attention and engages the reader like the first time your little brother saw a copy of Playboy. (and you didn't see him for a week)

We need to think of the kind of lines that say "hey buckaroo you're about to miss the deal of a lifetime if you don't listen up and read this ad."

Great copy writers have known this for over a hundred years.

Like this:

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Now that'll stop the reader dead in their tracks. It grabs the attention and works on the oldest advertising cue known, curiosity. The reader can't help but want to know more.

Here's a few more that compel the curious to read on.

- ❑ "I Lost 100 Pounds Overnight"
- ❑ "Don't Even Think About Selling Your Gold Jewelry Without Talking To Us"
- ❑ "FREE MONEY"
- ❑ "Can You Afford To Keep Your Husband?"
- ❑ "Lingerie for Men"
- ❑ "How a Strange Accident Saved Me From Baldness."
- ❑ "Are You Paying Too Much In Taxes?"

Headlines work. Don't believe it?

Just pick up a copy of your favourite paper or magazine. Every great story has a remarkable headline that compels us to read on. The same strategy works for your ads.

Forget distracting pictures, forget the me, me, me headlines, forget fancy fonts and borders. Spend more time on headlines and we'll work on the rest later.

You might not believe what I'm sayin' so if that's the case just do what everyone else does but remember this; the ad that sells stuff is the one that works!

One more thing (etch this on your brain); as in sales, a client doesn't give a rat's patootie about you until you demonstrate what you can do to help them.