



## WARNING: Don't Do Anything Till You Read This



I never thought the day would come when I would say, “in the old days we used to...”

In a conversation with an old friend from the newspaper industry last week I heard some disturbing news. I had suspected for some time what I was about to hear. It went something like this; “we just don’t have the resources to give sales staff the training they need to be properly equipped to serve the customers”.

I’m aware of the cost cutting the industry is facing to stay alive and relevant but not training is the kiss of death.

It would be like what the Russians did at Stalingrad, sending unarmed recruits into battle without weapons. (Under the threat of being shot by your commander.)

I’ll allow that perhaps in some regions newspapers and magazines may not be suffering as much as some others.

However, in the interest of you folks on the ground and in the trenches with no Sherpa to guide you, I’ve decided that in upcoming issues of Get Juiced I’ll review and share what I’ve learned about creating ads that actually work.

### A word before we start.

Marketers all over the world, absorb every square inch of space, every extra second of time, and paste their sales message in every nook and cranny, hoping we’ll encounter them. You are inundated with somewhere around 3500 commercial messages (last look at the tote board) every day. The fact that you average having 50,000 thoughts to process every single day might explain why you allow somewhere between .5 and .7 seconds to decide if you’re interested enough to look at an ad.

So here we go.

The number one way to increase the effectiveness of your ads by 200 to 300% is by simply changing the headline. You need to stop them in their tracks.

I’m talkin’ about a headline the virtually slaps the prospect in the face, grabs them by the shirt and says, “hey buddy if you do just one thing today, make sure you spend just 60 seconds listening to what I have to tell you!”

The headline of your ad is easily the most critical element that will draw the reader’s attention. Believe it or not it is 50-75% of ad effectiveness.

Here’s an example.

“WARNING: If you’re looking to buy a new car, don’t do anything until you read this.” (or)  
“7 Things Your Internet Provider Doesn’t Want You To Know”  
“This Wireless Mouse Is So Perfectly Made: It’s Guaranteed For Life”  
“Pay Too Much In Taxes Last Year?”

### The Key - Observe 5 rules for headline writing.

1. Get self-interest into every headline.
2. Inject news in a BIG WAY
3. Use all powerful curiosity (combine with 1 & 2)
4. Avoid any gloom or negativity
5. Suggest it’s quick and easy to use and gets immediate results

In the old days I’d spend weeks training new sales reps and months mentoring and helping them be successful. I hope you’ll find this series useful. If you’re really stuck, email me.

Go to [getjohnyoung.com](http://getjohnyoung.com) and find out how you can bring John to your next conference or meeting to present “It’s The Experience Stupid” and learn how to make your customer experience exceptional.

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