



"Why is it so simple for everyone else?"



Which of these advertising techniques creates the will to buy?

- Great price
- Great picture
- Catchy headline

If you picked any of the above you'd be wrong!

It's not price, pictures and headlines that create the will to buy.

It's the story.

I confess; I just laid down many hundreds of dollars for a new LCD projector so that when you see me do a presentation you will be awed by the graphics. However, even though I have been shopping for a projector for many months now, it wasn't the price or the looks of the product or the manufacturers spec sheet that sealed the deal.

It wasn't till I read Art Feleman's glowing review (story) that I got out the chequebook. I was sold!

No great novel, movie or TV script is ever successful without a great story to tell.

It's what keeps us interested and engaged; it's the point of the whole process. It's the difference between Avatar and Hurt Locker. The former had little story outside of a re-hash of Fern Gully whereas Hurt Locker had a real story about real people and even though there were no 3D effects, the story and characters kept us on the edge of our seats.

And won an Oscar I might add.

Become a great storyteller with your ad copy; it works the same as a great novel or movie screenplay.

To begin with, picture who you'll be speaking to, know their demographic and psychographic profile. The better you know the intended target, the more effective and personal the copy becomes.

Next, and here's the big secret, the first line is written to get you to read the 2nd line and the 3rd line leads you to the 4th and so on and so on.

If we acknowledge that the first sentence is all-important then how do we make it enthusiastic, curious but simple?

Try keeping it short.

"Saving money is so easy."

"Remember the last time you felt ripped off?"

"Why is it so simple for everyone else?"

If you can't grab the reader in the first few sentences, the likelihood of getting them to the sales pitch is slim to none.

A great way to increase readership is to continually appeal to the reader's sense of curiosity. When you end a sentence or paragraph always use tactics that will compel the reader to want to continue.

Try these:

"But I'm getting ahead of myself."

"There's more."

"Listen to this."

"Here's the amazing part."

"Let me explain."

"What happened next you wouldn't believe."

"The rest is too good to be true."

It's the story that will sell the product not the price, the pictures or even the headline. Practice this art form and your ads will begin to sell your customers products for them.

OK, here's another insider, if you're stuck dig out the Lee Valley catalog. These guys know how to sell tools with the written word.

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