

Advertising Strategies that Create More Demand, More Profit and More Time

MOST ADVERTISERS unwittingly throw their money down the drain. A simple way to avoid this is to only advertise when your message will be read by a high enough concentration of your qualified target prospects.

If and when you run an ad, whether in broadcast or in print, it is essential you understand that there are three elements to making it work for you:

1. It's got to be about your customers, their concerns, needs, values and wellbeing. It's got to provide your customers and prospects with a self-serving advantage. It has to be all about them, and never about you – *i.e. how great you can be*
2. You have to inform and educate your customers – *ie how the customer can benefit, a reason to call*
3. You have to give them a compelling reason why they should contact you or phone you, or come in, or try out the product or service you're offering – *i.e. an offer – testimonials and something free – booklet*

All this calls for a great understanding of your customers' needs.

Some basic advertising rules – keeping customers interested

It's the same for direct mail, newsletters, and leaflets

The power of a great headline

1. You should always aim to create a compelling, attention grabbing, benefit orientated headline in all your marketing... Then you'll get noticed!
2. Also target your message "A solution for every household"
3. People will read your messages, letters if they are interested in your headline or opening statement
4. In fact 90% of the response an ad. gets is because of its headline (or 10% of the leads / sales you could get)

Sub-headlines

Follow through the headline with a reinforcing sub-headline which expands on the promise of the key headline

Educate, inform and explain why

1. What will your prospects get; provide the specifics & detail, but make it interesting
2. Endorsements; one liners or an anecdotal endorsement
3. Tell your prospects what they will lose if they don't act; if you don't choose... will you ever feel quite as safe...?
4. Rephrase the most important benefits in your closing offer - in a nutshell if you are looking for...

Call to action

Using a free phone number get prospects to;

1. Telephone, write or fax for further information
2. Ask for a free sample
3. Ask for a demonstration or test, at home, work or at your site
4. Ask for a 30 day free no obligation trial
5. Visit a store and buy or receive a sample product
6. Motivate the prospect to visit or buy a full product

The effect of calls or action linked to inducements is to help you qualify your leads to help you distinguish between suspect and prospect and to tailor your sales approaches.

“Quantity” doesn't matter what does is “Quality and convertibility.”

Creating headlines

1. List the benefits of your offer – those things that customers want from you. Remember, all they're interested in is “What's in it for me?”
2. Find the appeal / promise / outcome that will work – then develop the headline. Then write 100 different headlines presenting your offer in the most attention grabbing, compelling, interesting manner
3. Select 4-6 of the most powerful headlines. Don't pad them. With an unknown brand focus on the benefit. They can be short or long;
 - a. How you can learn everything you need to know about selling on the internet
 - b. You will want a service that can target people you want to get to know
 - c. A little mistake can cost you a lot!
4. Test each one and see which one is best

5. Use sub headlines, but forts create the content and let them surface

You try it. But...use this guide to help you. Ask...

How is it going to ...	help them?
How is it going to help them ...	make more money?
	save money?
	learn new skills?
	become more successful?
	satisfy their ego?
	become healthier?
	become fitter?
	maximise their time?
	make life easier?
	simplify their life?
	make things happen faster?
	make things more effective for them?
	make life more enjoyable?

Giving your reasons – why

Take a look at some examples and note what we can miss if we don't take the trouble to explain.

The photocopier

How would you respond to a person in a queue for the photocopier who says?

“Excuse me? I have five pages to copy. May I use the photocopier?”

And then how would you respond if the person said:

“Excuse me? I have five pages to copy. May I use the photocopier because I'm in a rush?!”

The thing is that people are more likely to respond to her request if the reason why is given.

The vacuum cleaner

If I say to you *“This vacuum cleaner is the best that you can buy because it's powerful beyond belief,”* you probably won't be convinced.

But if I said *“This vacuum cleaner is the best that you can buy. Why? Because it will suck up more dirt, dust and carpet mites than any other vacuum tested. 7 independent laboratory tests, including the consumer association's February comparison test have proved the Big Sucker to be the most powerful vacuum made”* it's more convincing – isn't it?

Include the reason why

- Why should customers buy from you instead of your competitors?
- Why is it smaller, bigger, quieter, more comfortable, tastier, luxurious?

- Why is your price lower, higher?
- Why do you supply it in 25 colours?
- Why is your location more convenient?
- Why does it benefit them?
- Why should you trust me?
- Why does it perform better than other products?
- Why, why, why...?

Powerful words that get you notice

These are the 15 most powerful words that you can use in advertisements, mail shots, and sales meetings or even on the telephone. Which one will you use?

Best

New

Invest

Guaranteed

Love

Good

Results

Easy

Free

Own

Proven

Save

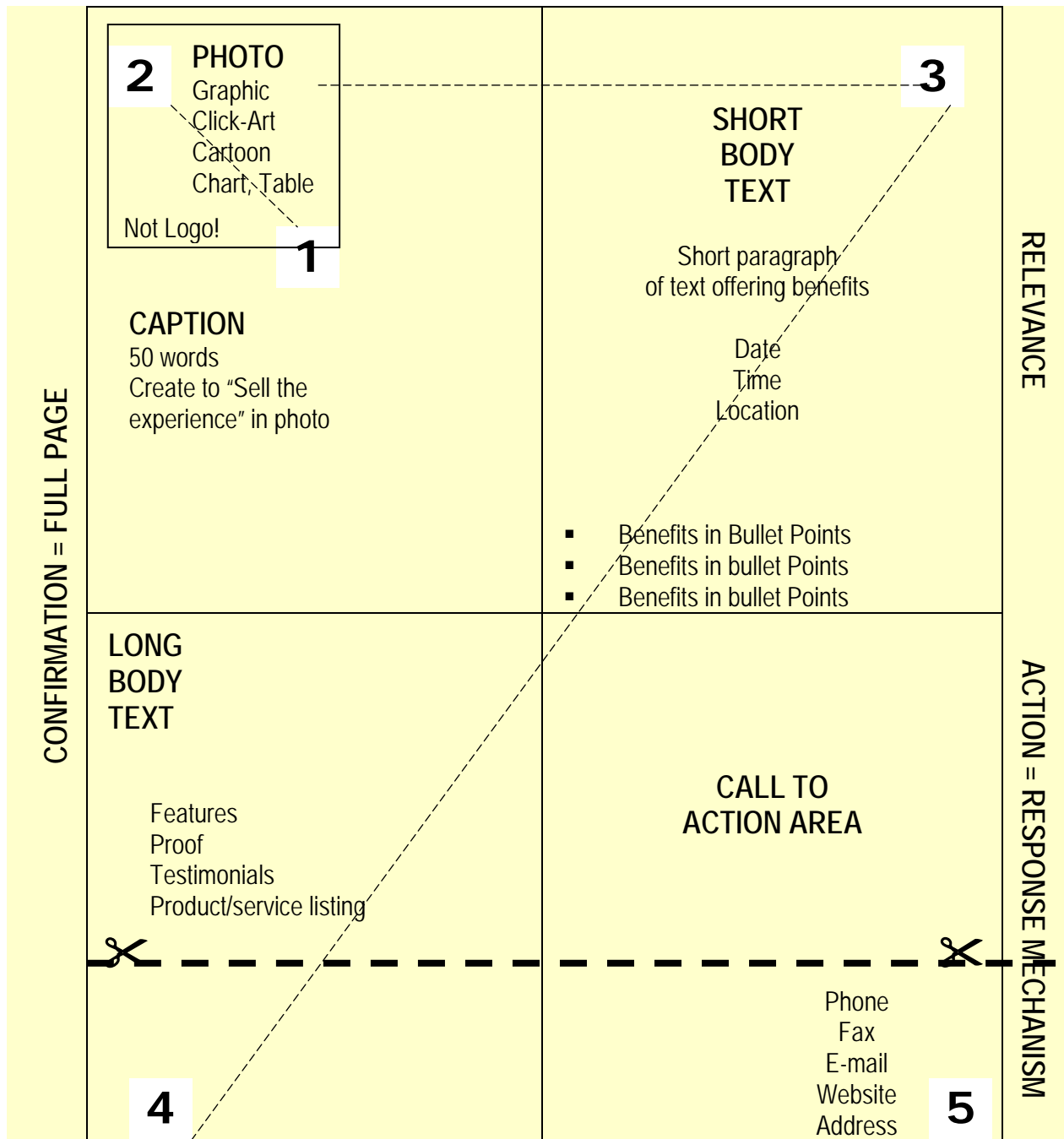
Health

Discover

Money

For example how many times have you heard or seen: When you **OWN NEW** Improved..... you'll **DISCOVER** the **RESULTS** for yourself. It's so **EASY** to use and has already been **PROVEN** to **SAVE** you both **TIME** and **MONEY** and that's **GUARANTEED!**

**“The Golden Guide”
Master Template to the Typical “Z” Path**



((4-5) COULD BE A COUPON A SPECIAL OFFER, TEAR-AWAY, OR REGISTRATION FORM

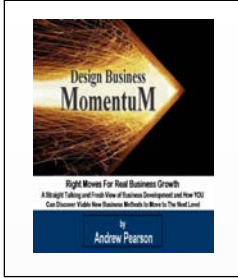
Advertising; a couple of examples

One of ours, a quarter page ad for our website and blog ...

If You Are Serious About Growing Your Business...

You Need Andrew Pearson's Design Business MomentuM!

Get your copy of Andrew Pearson's Design Business MomentuM today for only £24.99 (rrp £49.99).



[DOWNLOAD](#)

"If you're interested in running your business more efficiently, and realizing greater profits, I highly recommend working with Andrew Pearson."

Pam and Rob McAllister, Carlton House, Kent

Andrew Pearson has been coaching business owners and managers for years now and it's your chance to turn his incredible business strategies and concepts into more income...

[BUY YOUR COPY HERE >>](#)

... feedback would be welcome...

...and now please turnover for one of theirs...

...a full page ad and printed sales letter circa 2002!

Standard variable purchase APR from **14.9%**
Typical APR **17.9%**

BARCLAYCARD 



It's got your name on it

Outstanding value. Guaranteed.

Barclaycard's standard variable purchase rate from just 14.9% APR is good (typical APR 17.9%). In fact, when you combine our low standard purchase rate with the fact that the UK's number one comes packed with better benefits than any other credit card, it becomes very good indeed. So, read on to discover the fantastic savings you could make and you'll soon realise that Barclaycard's value really is outstanding.

The average Barclaycard customer:

- **Saves £65** per claim with Barclaycard Price Promise*
 - **Saves £85** per claim with Barclaycard Extended Warranty*
 - **Saves £230** per claim with Barclaycard Purchase Cover*
- and all for **no annual fee!**

Apply for your Barclaycard today. It's got your name on it.

Yours sincerely,



Diane Cheesebrough,
Customer Relationship Director

*This is an average based on claims made and accepted.

Hurry, offer closes 31st July 2002.

Try these strategies when you are next thinking about your advertising.

To read more about strategies to grow your business [click here](#)

Best wishes,



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- The Power of Word of Mouth

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