

Direct Response Millions

LESSON NINE

by

Vince Stirling

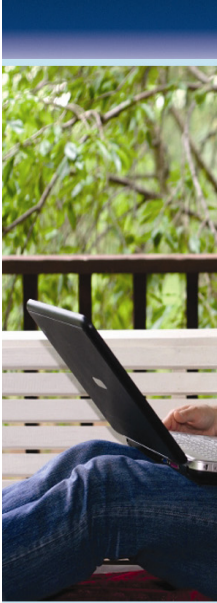
**The Easy Way to Become a Top-Gun Copywriter and Make
£100k+ a Year From Anywhere in the World!**

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A big welcome back to the last but one lesson. You are doing really well and I hope you have been enjoying the course. Let's get started with this month's first topic.

The Hook

The opening words or headline of your advert are CRUCIAL. Like the man said, you don't get a second chance to make a good first impression. If you don't hook your reader in a flash, you've lost them. It doesn't matter if you're selling the fastest-ever kit car, or the strongest glue on the market, if the headline of an advert fails to hook a potential reader there won't be sales. The average person spends about 2 seconds looking at an advert before deciding to look away or continue reading.

Let's take a quick step back and look closer at exactly what a hook is. Every hit song has a hook, it can be...

- A four bar sequence played at the start and then at all the high spots of a song;
- A catchy title, which is repeated in the chorus;
- A counter-melody sung by the backing singers;
- A 'middle 8' section.

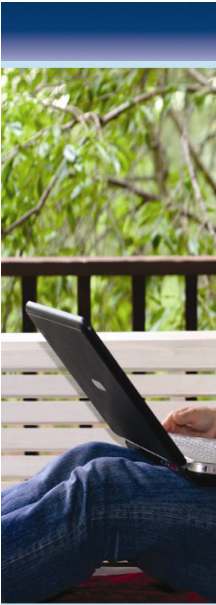
Simply, the function of the hook in our business is to capture the listener, the customer, the reader in a sufficiently strong enough way to enable you to make a sale.

The hook is the 'fish-bait' and once the fish has bitten you reel them in. So, the hook is the bait, the sweetener to attract. Because of this, there are important elements to consider. They are...

- Your hook must never exaggerate or lie – if it does, you'll lose people when it comes to selling them your product or service. 'Make a Million in Ten Seconds Whilst Asleep' is not credible, neither is 'Look Thirty Years Younger'.
- Your hook has to speak directly to the passions and interests of your prospects – if it does, you will be certain of attracting only potential customers and not people who would never buy your product or service, simply because it does not align to their interests;
- Your hook has to make your advert different in some way to every other advert out there.

In direct-mail advertising – whether it's the adverts or mail pieces – headlines are the hooks! **In tiny adverts, you only get the room for one headline**, so it has to be...





- Powerful
- Specific

Then that hook can be expanded on in the details of the invitation to buy your product or service.

For example...

Let's suppose you are offering marketing services. You have chosen to place a tiny advert in a magazine aimed at writers. With your market place in mind – professionals and people learning to be writers – you aim your hook at these people.

So, you start playing around with creating a tiny advert.

How?

Insider Top Tip...

You brainstorm.

I'm going to quickly brainstorm this, so you can get an idea of the process. First, I ask questions. "What am I offering?" "What services can I offer to professional and novice writers?" "**What do they want?**"

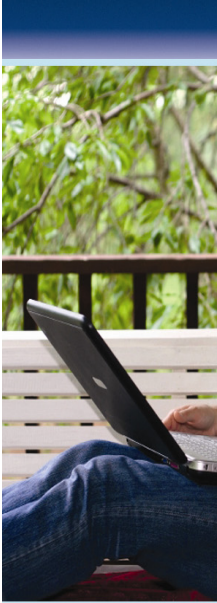
- 'How-to' articles on writing;
- To read about successful writers, for instance, how they got a publishing deal and what life is like as a paid writer;
- To know where and who they can sell their writing to;
- Who runs writing courses and what they are, costs etc;
- Articles on self-publishing.

From that list, I'm going to choose Self-publishing. Why? Because it's nigh on impossible for new authors to get a big publisher to take them on, so many new writers are taking the self-publishing route without knowing how to go about it – so I can help. This is good.

This idea has two important elements...

- A fair percentage of writers need this service
- It's a great niche market - the writers' market place has a large number of people.





So I can offer:

**Marketing & Promotion
For Self-Published Authors!**

That's okay, that is saying exactly what I can offer, but it lacks sparkle. Let's play with the wording...

**Attention Self-Published Authors!
Need Marketing &
Promotion Help?
Call (my name) on
or visit www.companyname.co.uk**

What would happen if I tied it in with the fact that many famous authors began their successful writing careers by self-publishing their first book – could this be a hook?

**Do you want to self-publish?
Stuck on how to market your book?
Not sure if it's the right route?
You'd be in good company – Jane Austen, etc...**

No, this angle isn't working because there isn't the space in a tiny advert to explore this theme. Maybe this idea could be incorporated into the follow-up brochure with the invitation to book our services or the web site.

Back to the tiny advert, **what are a first time self-publisher's main problems?** (Those marked 'yes', will be explained in a moment).

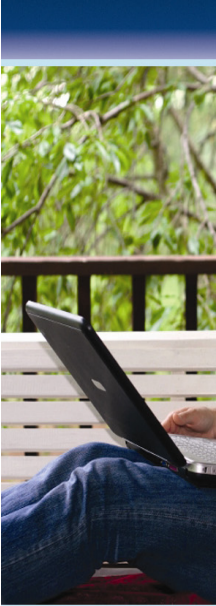
- Don't know how to get started;
- Don't understand what a publisher does;
- Doesn't know how to sell their books after they are printed – yes;
- Has no idea how bookshops choose their stock – yes;
- No idea how to price their book – yes;
- The writer doesn't understand how to get a book cover design that will sell their book – yes.

What areas do my services cover? I'm going to go back over the list and mark yes to the services I can offer. Okay, so the services I've left blank, the customer will need to know before I can help them – or I can give that background information. Yes, that's a better idea.

So, what if I produce a booklet that explains exactly...

- How the writer can get their book into print;





- What a publisher does (which of course covers marketing and promoting, so the writer realises they are in need of these services).

This means, if I produce a booklet that explains the above, it can then lead onto the services I offer. I can give full details of the marketing and promotion services the company offers, making it clear they can choose which services they would like. I can also list prices and offer a FREE consultation (note: I'd have to do a costing first to make certain this is financially viable).

So, what am I going to offer in my tiny advert now?

Not marketing and promotion but the FREE booklet which will lead to attracting customers to use my company for those services.

So, let's play with this idea...(This is still my example of a brainstorming session; I'm presenting it exactly as if this was a business service I wanted to offer to writers. This is the process all millionaires use to develop ideas into money-making projects.)

Onwards...

Tiny advert ideas...

**FREE Guide to
Self-Publishing
From company name
Marketing & Promotion
Services (without obligation)
Call (my name) on....
Or visit www.companyname.co.uk**

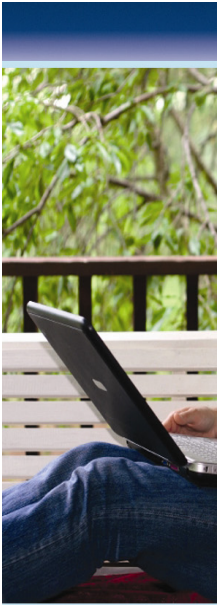
It's a bit long winded, can I cut the copy? I could dispense with three lines leaving.

**FREE Guide to
Self-Publishing
Call (my name) on....
Or visit www.companyname.co.uk**

Or maybe,

**Publish Your Novel!
FREE 'How To' Guide
Call (my name) on....
Or visit www.companyname.co.uk**





If I was really creating this tiny advert and selling marketing and promotion services aimed at the writers' market, **I would continue to draft as many as fifteen different tiny adverts.** To do this, I would dig deeper into what writers need, simply by asking questions and answering them.

Each answer would enable me to get in touch with what it must be like to write a novel in your spare time and how it must feel when the result of so much hard work (and I'm sure many sacrifices) is just the start of a long journey before any money is made - and that's if the author is extremely lucky.

By doing this, you get to the real heart of the needs of the people in that market place.

The best marketers, the ones that make the most money, have ALWAYS provided a service or product that solves the heart-felt problems of a market place.

For instance, someone who wants to delve into stocks and shares, but has no idea how to do this, is looking for someone to solve that problem – to show them how to make money on the stock market or to actually do it for them.

So, on this subject, let's press on and explain in more depth...

How to Find out What is the Hook

You determine which benefit your client is likely to be most interested in.

Target the emotion that motivates the need for that benefit in most people. If you can do that, you'll hook the right person for the product. For example, suppose you were selling make-up, you know looking good motivates the buyer, and the reason why women want to buy long-lasting lipstick for instance, is to look better for longer.

That gives you the lead for a hook of LOOK BETTER LONGER!

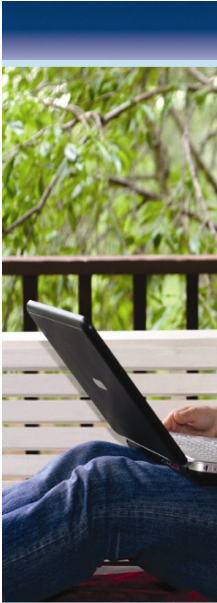
For example...

**Look Better Longer
With ABC
Long-lasting Lipstick**

If the client is interested in long-lasting lipstick you've got her. If not, forget it. Anything else you could use to get a client who doesn't wear lipstick will cost you clients who do wear it, and that's a waste.

Your hook doesn't always have to be at the top of the advert.. For example, the advert could read...





With ABC Long-lasting Lipstick You can Look Better Longer

How would you choose whether to put the hook first or not? If the make-up name was so well-known, the brand name could be the stronger hook than the new product – brand name first, followed by new product.

There are other hooks for lipstick. This would be concentrating on kissable lips for example, the point that the lipstick stays on even after being kissed.

In this way, once you've got the initial benefit out in the open, you can add another strong hook.

For example...

Long-lasting Lipstick Stays on...kiss after kiss...

This has the added subliminal benefit that you're going to get kissed a lot if you wear this brand!

With lipstick, is there taste involved?

Powerful emotive advertising includes using the senses

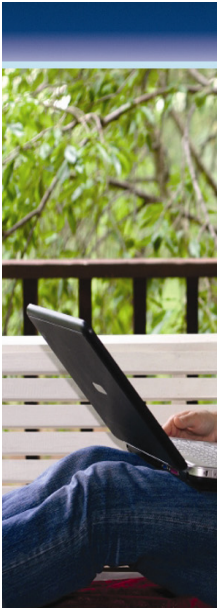
With a range of lipsticks the senses you'd consider are...

- **Taste** - is each different colour of lipstick flavoured? If so, what are they and what does each flavour evoke?
- **Sight** - are the colours deep or pastel? Are they matt, shiny, a sheen, shimmering?
- **Emotion** - what emotion does each lipstick colour evoke? Mystery, sensual?
- **Touch** – the texture of the range of lipsticks – do they glide onto the lips?

All of these words can and are used by lipstick manufacturers, including natural-looking, the Marilyn Monroe pout – it's endless! All the possible avenues of advertising any product are revealed during brainstorming sessions.

Successful advertising is created and developed by a series of ever-deepening questions. And just a handful of words can make a strong selling campaign.





There is a very good reason why I chose to use lipstick as an example of finding out what is the hook. And it is this...

Not every product or service is suitable for selling through tiny adverts and a direct-mail business.

For example this would NOT work...

- Run a tiny advert to sell a lipstick – even if there are twenty different lipsticks in that range, on offer.

The reason is purely financial. You need to pull in more money than the income from one small item to cover the costs of running tiny adverts, post your product and make a profit.

However, if the lipstick was used as the **hook** to pull in buyers from a tiny advert for a complete make-up range, that would be different. For example, the selling campaign could run like this...

- The tiny advert offers a FREE lipstick from the brand name's new range;
- For every request you send a brochure with details of the full make-up range and an order form, along with the free lipstick.

To show you what types of products and services are suitable for tiny adverts, I am going to push on by giving you that information and more in a different format. So far, I have covered the basic principles behind tiny adverts and how to brainstorm to come up with powerful advertising.

Now I want to deepen your understanding and knowledge by explaining everything else to you in easily digestible sections. By the end of the manual, you will...

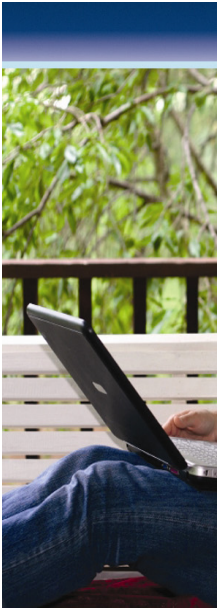
- Know how to write tiny adverts to attract potential customers;
- Know the avenues you can use to turn those potential customers into giving you their money and becoming long-term customers giving you a continuous flow of income;
- Have all you need to create your own products or services when you wish to make money.

So, let's continue...

The Do's and Don'ts of Tiny Adverts

Advertising isn't hard to do. You prepare a space advert or write a classified advert to sell your product or generate interest to send people more information.





But many people make one or both of these mistakes. They...

- Write ineffective advert copy;
- Send it to be published in the wrong publication.

Here are some pointers to follow...

Never try and sell anything that costs more than £5 in a tiny advert because you don't have enough room to tell people everything they need to know to entice them to order. Most successful small adverts do not ask for money. And by the way, this overcomes a huge host of bureaucratic problems when you try to ask people for money 'off the page' as it's called.

Instead, you...

- Request the reader sends you £1 or 4 x 1st class postage stamps for more information; or telephone a free number and listen to a message; or send for a free booklet; or visit a website;
- When they respond, you provide them full information about your product or service. In most successful campaigns, this 'full information' is an extended sales pitch.

Here are the choices to present this information to your enquirers...

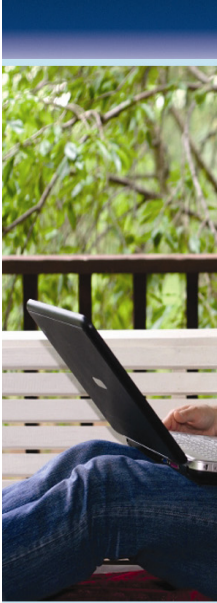
- A covering letter and a brochure with an order form or - as in the case of the previous example of marketing and promotion services for self-publishers - contact details for a first consultation;
- A sales letter with an order form;
- A web site with a sales letter and order form on it;
- An ansaphone message which gives a lot more benefits and then points to a website. (See above.)

You will notice that several of these require you to supply a longer sales letter (either printed or on the web site.) **Here's the Insider Secret on how millionaires write great advert copy – and how you can do the same...**

Build a Collection of 'Swipe Files'

This is the most powerful (and if you've never come across this) the most surprising information. What you do is to collect as many of the types of magazines and newspapers you want to advertise in and several you don't think are suited for your particular product or service. Read as many of the adverts as you can and all the ones that you find interesting cut them out.





It doesn't matter what it is about the advert that attracted you to it, it could be a headline, a sub-text, the way they offer contact details, the typestyle, business name, product name, anything.

Also, do the same with any sales letters or promotional materials that come through the post. What you've been used to calling 'junk mail' is about to become your most valuable asset.

Read it all and if there are any letters, pages or sections you like, keep them.

Make up two swipe files, one for putting adverts into and one for sales letters.

When you come to the time to write your own advert, simply use these swipe files to kick-start your brain into action. Then mix it with brain storming sessions, as I've already covered.

The idea behind using swipe files is that the adverts that appear week after week in any publication, give you a fair indication of what is working. Obviously, you never copy someone else's successful advert word for word, but snippets can be a great help. It's what all the most highly-paid copywriters do. The reason they do this, is because the people selling a particular type of product or service know their market place. Therefore, their adverts will speak directly to that market place.

In summary...

- Don't copy any advert that appeals to you, word-for-word;
- Instead use them as a guideline to write your own adverts.

Once you get the hang of it, you'll be writing effective advert copy just as well as the professionals.

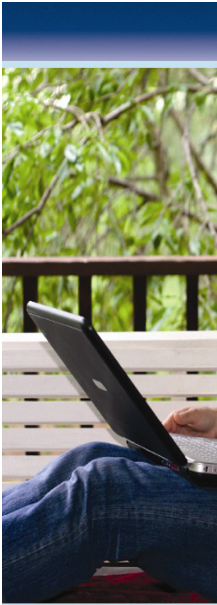
Choosing Publications

Even if you make and sell the best chocolate in the world, you wouldn't sell it to people who are diabetics. The same goes for selling racing car parts to women, dentures and hearing aids to teenagers or lawn mowers to apartment dwellers.

This may seem common sense but people often overlook this fact when choosing the publication to place advertising in. They simply look for the lowest advertising rates for the highest circulation numbers.

Unfortunately, this does not work out. Even though you need to look for good deals that make it easy on your pocket, you will be throwing money away if you don't pre-qualify the publication you choose.





One way of pre-qualifying the publication is to send for a sample copy. Most publishers will send them to you free of charge for the asking. Just explain you are looking to place an advert if the magazine proves suitable. Naturally you can just buy one off the shelf too.

Study the publication. This is what you are looking out for...

- What other people are advertising (are they similar to yours? If so, that's good);
- How do they advertise their wares?

Aside: Always consider contacting some of the people who sell items similar to your own with the hope of networking with them. You can get free publicity just from corresponding, calling and networking with others.

Once you locate a publication you want to advertise in, give it a try for one insertion (don't let them talk you into buying more adverts, even if they offer a discount!).

If you don't get a good response...

- Test a different headline for your advert – ask yourself is the hook strong enough?

If the poor response continues for another insertion...

- Either test another headline, or pull your advert apart and re-write it

If after three insertions the response still isn't any good...

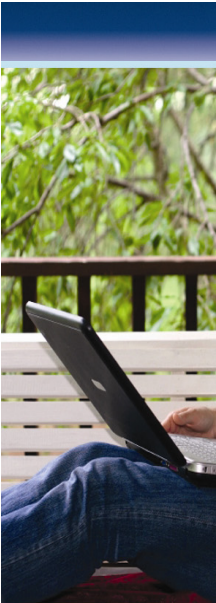
- Try another publication.

Remember, what I explained earlier, that if you want to make BIG money, the best way is to test first. **Only when an advert is working, should you then roll-out and duplicate that success in other places.**

If you test in the way I've described above and you find it was the advert that was weak, you can then proceed to roll-out to other publications. If you discover the advert works in another publication, you know you have to make certain the publications you roll-out to, are the same type of publications.

It's far better to wait for a few months, and then make real income, than it is to sink your money into untested advertising campaigns and lose your money. Far more is lost than the money – it's also your confidence. You'll start to doubt you can ever make money from such adverts.





Remember there are thousands of magazines and newspapers, you'll never run out of places to advertise and **eventually you will hit the right target market that will be interested in what you have to sell.**

A Golden Insider Tip...


Don't be tempted to change an advert just because it's been running a long time. If it's still pulling in results – leave it. You may be bored with it and tempted to play around with headlines, but only do this when an advert is not making money, or as much money as you feel it should do.

If you're not sure you understand how to know when an advert is making enough money, just go back to the power of leverage details. One step at a time makes it easy. If an advert is pulling in sales of £100 a week and you want to roll-out to another four publications, you can assume your income will then be £500 a week. If that's what you want to earn, then the advert is making enough money for you – and it's working.

However, if you want more than that, you can choose to roll-out to another four, and if that works then to ten publications, or you can test headlines to see if your advert can pull in £200 a week from each publication. There is no wrong or right about this. You decide how much you want to earn.

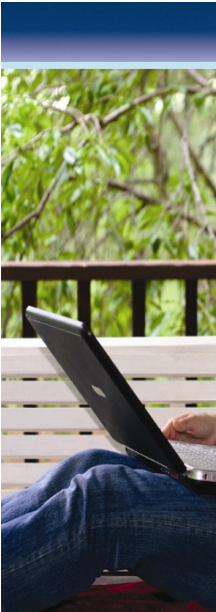
For instance, you may want to save enough money to buy a house for cash, whether at home or abroad. With a goal like that, you have a specific figure in mind. Work out a plan of how much each advert needs to make, and how many you need to place, in order to collect the income and divide it up like this...

- Re-investment into the business – which covers running costs;
- Savings;
- Tax bills;
- Living income.



Broken down into these four categories, it is easy to work out a business plan. I personally always have two columns, one marked “projected income” and next to it, “actual income”. This makes it easy to see if you are behind or ahead of your target – in other words, if you are making less or more income than you anticipated.


For instance, let's suppose you have rolled-out a successful advert that was creating an income of £150 a week to a hundred publications. Your “projected income” from that would be £15,000 a week. But maybe your “actual income” is £16,500 a week. That immediately tells you, the advert is working even better in some of the roll-out publications than it did in the original issue.



So, when you have adverts in multiple publications, how can you know how much each advert is making? You need to track your adverts. The best way to do that is by key-coding your adverts, which was explained in an earlier lesson.

Methods for Obtaining Free or Very Cheap Advertising

- Place copies of your circular on bulletin boards throughout your community, for example, in superstores. Concentrate on Fridays and Saturdays when most people do their big shop;
- Check with local newspapers. Before going to press, many smaller newspapers have space left that needs filling. Your advert may be just the right size to occupy this unfilled space and they may run it free or at a greatly reduced cost;
- Leave sales literature on doorsteps of homes and businesses in your area. Do this on weekends in residential areas; weekdays for businesses;
- If you publish a direct-response magazine, newspaper, advertising sheet, or newsletter, contact other publishers. If your circulation is equal to theirs, many will be happy to exchange an equal amount of advert space with you;
- Many publishers will give you free advert space for mailing a few copies of their publication. Simply write to them and ask if they will give you free advertising space in exchange for mailing copies of their publication to your customers;
- Write informative articles for publications of your market place. Many publishers will give you free advert space for the use of your article – but your article does have to give real value to their readers;
- Take advantage of advertising specials. Many publishers offer adverts on a 3-for-the-price-of-2-basis, or 4-for-the-price-of-3, etc. This saving is the same as getting one advert free of charge. But only do this AFTER you have tested that your advert pulls;
- When starting a new publication, many publishers will offer reduced advert rates to help fill space. Watch out for news about forthcoming publications, this is easy if you check out adverts, press releases and the Internet;
- Get your printer's lowest price for printing circulars on both sides of the sheet. Contact other dealers and state you will print and mail their circulars for this price with no conflicting adverts on the back;
- Then, print your circulars on the reverse side and distribute them with your outgoing mail. There is no extra cost for postage and envelopes, and your side of the circular is paid for by your customers. This also works for postcards.



Post out packages of twelve to twenty postcards – one of those cards is

your advert, the rest from paying advertisers.

Fifteen Quick Do's & Don'ts for Writing Powerful Adverts

One – Powerful Headlines

This is the most important eye-catcher that must grab the reader's attention. This is your hook. If your headline lacks "PIZZAZZ" and appeal, the reader may skip over your advert and your money is wasted.

Two – Think Positively

Your copy (message) must show enthusiasm. If you feel your product or service is "so so" or average, forget it. Your lack of excitement will show and may give the reader second thoughts.

Three – Be Honest

Remember the Golden Rule. Don't over exaggerate or make false claims. Never make promises you can't or don't expect to keep. There are laws against false and misleading advertising.

Four – Keep Copy Short

Sum up the entire message in as few words as possible. Remember, if you use fewer words, the type will be larger.

Five – Get to the Point

Say what must be said and no more. Don't oversell! Excessive unimportant words will diminish the power of the sales pitch.

Six – Use Short Sentences

Short sentences add excitement and hard sell "clout"!

Seven – Keep Copy Simple

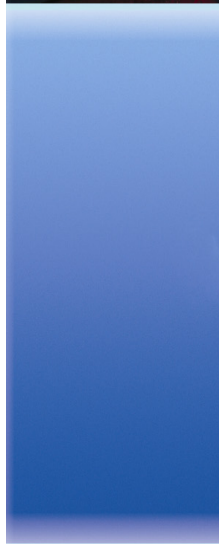
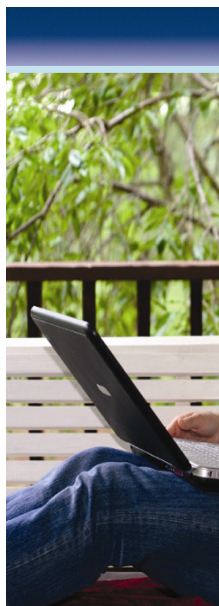
Don't try to impress upon the reader that you went to university. Use common, ordinary, everyday English.

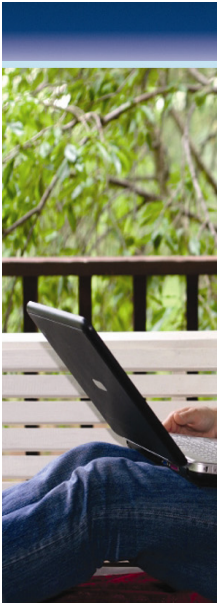
Eight – Don't be Cute or Clever or Funny

If you feel you have a flair for writing comedy, don't reveal this latent talent when writing advert copy. Very few wish to place an order with a comedian or clown.

Nine – Study the Competition

Try to be different and imaginative. Look for a new approach or angle. Copycats are seldom well liked.





Ten – Only Ask Questions with Positive Answers

For example, don't ask "Do you want to quit smoking?" (Some may not!) It is better to say something like, "You can quit smoking!"

Eleven – Avoid Expressions That Could Offend

Don't try to be folksy by using regional expressions. Also, stay away from slang expressions.

Twelve – Stress the Benefits

The public is more interested in how they will personally benefit, i.e., will they earn more money, become more popular, healthier, or younger looking, etc. Remember to always sell the "sizzle" instead of the steak.

Thirteen – Involve the Reader

Don't be afraid to use the word "you." While your advert may be read by many thousands, you are not addressing a huge stadium full of people. Instead, you have a captive audience. Your advert is being read by one lone individual at a time. Never, ever say things like; "Now I expect some of you out there will..." Always talk to just ONE person.

Fourteen – Don't Confuse the Reader

A small advert should promote a SINGLE item only - never two or more.

Fifteen – Be Concise

Tell your reader EXACTLY what he or she is getting for his or her money, and EXACTLY how to receive details of your product or service.

Frequently Asked Questions

Question: How Can You Get Free Printing?

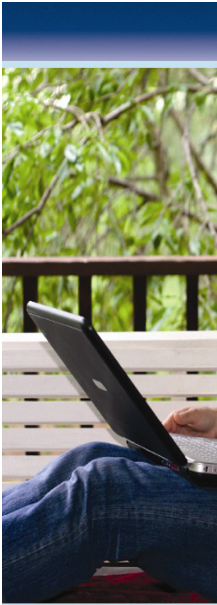
Run an advert similar to the following in direct-mail magazines or advert sheets:

Attention Printers! We will mail Free all circulars you print with our adverts on the back. Our mailers distribute up to (however many you post out) pieces each month, etc. (Your name and address).

This works extremely well, if you have a product that is a monthly newsletter.

You only need one good printer to respond. Your circular, to be printed on the back, should pay mailers 50% commission, leaving 50% for yourself.





Question: What is a Good Way to Shrink Printing Costs?

When possible, without destroying the effect of the message in your adverts, circulars, advert sheets, etc., have your printer shrink the material so it will fit on a smaller space.

Question: What Colours are the Most Appealing to Women in Order of Preference?

Research shows the following: Red, Violet, Blue, Green, Orange, White and Yellow.

Question: What Colours are the Most Appealing to Men in Order of Preference?

Research shows the following: Blue, Red, Violet, Green, Orange, White and Yellow.

Question: What Appeals to People Universally?

These four elements...

- Price;
- Style;
- Characteristics;
- Service.

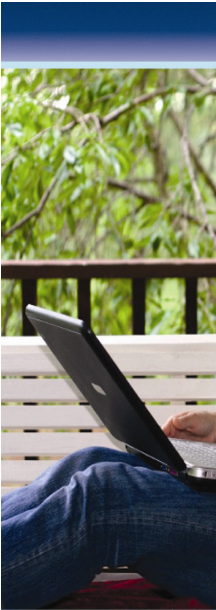
Tell your prospect what the product will do for them. Let them visualize the product and feel ownership. Discard items that do not sell within a reasonable time or in sufficient quantity. Stay with light weight products that are non-breakable and easily shipped.

Question: Where is the Best Place to Advertise Your Direct-Mail Product?

Your best advertising will be wherever competitive advertising appears on a regular basis. Check for the many magazines which carry large numbers of classifieds and space adverts selling things which are similar to your products.

Where others continuously advertise heavily for the same kind of product you are offering indicates they are getting good results and so should you. A great many of the small direct-mail magazines and advert sheets get good response. Don't forget the Internet for e-zines.





Question: What is the Easiest Way to Write an Advert for Selling Information?

Determine what kind of information you intend to sell by mail. Then purchase magazines carrying adverts selling that kind of information. Write for their free offers. Most will run adverts inviting people to “write for more free details.”

Once you begin getting an influx of material, you carefully file it away and use it as a “model” for developing sales material for your own offers. Swipe files, remember?

Question: How Can I Get Free Advertising?

It is possible to get free advertising if your product has a unique appeal or interest to the editor. Some magazines carry a special column of free or editorial adverts and if your product deserves special interest it may be carried at no charge. Send it as a press release.

Question: If My Adverts Aren't Paying Off, What is a Quick Way to Remedy the Situation?

Write an attention-getting headline. Not with phrases such as “Attention Please!” Let people know immediately just what you are selling and what the benefit is to them. For example, if you have envelopes for sale at a discount, use a headline which says “Discount Envelopes!”

Question: What is One Thing Included in an Advert That Will Kill Response?

Don't confuse the reader with several different offers in one small advert. One advert equals one offer.

When you have sold your one offer, then you can make your new customer aware of your range of products or make another one offer. It all depends on what you are selling. For example, if you have a course retailing at £295 then that is the only offer you make.

Question: What is the Best Media to Use for Advertising General Merchandise or Services?

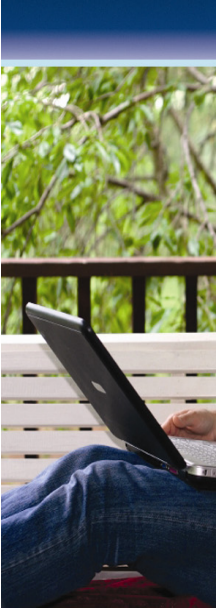
Just about any publication. For example, stamps are a category that can be advertised nationally in many different media as well as specifically in magazines and publications dealing with stamp collectors, etc.

Question: What Kind of Advert Gets No Response?

Any advert that is not directed to the right target audience.

Stay with the media that is read by those who purchase the particular products or services you offer. You can spin your wheels and bury a lot of money with adverts placed in publications which don't fit your offer with the readers. **Do not let sales people bamboozle you into advertising in their**





unsuitable periodical. **Tip: They can be VERY persuasive. Their remit is to sell advertising space by whatever devious means they can – including lying.**

Question: What Are Prospects Most Interested In?

The manner in which you lay out your adverts is important. Your prospects are not particularly interested in you, your firm, or in monotonous details.

They ARE interested in the benefits they will derive from your products or service.

Your headlines must promise the reader some kind of benefit with as few words as possible.

In your follow-up information, keep “talking” about the benefits of the product, and make it believable. Also, keep the prospect’s trust.

Question: Where Should Illustrations Appear in an Advert?

For a tiny advert there is only the space for words. However, if there is a follow-up brochure, illustrations **can be placed anywhere in the body of the text next to** the written word to which they relate. If illustrations are used at the top they should usually be placed above or next to the headline where they will attract the eye but not detract from the headline that follows.

Any illustration should be carefully prepared to show your product in its most attractive state. For example, a health product often shows the photo of a smiling couple, running across a sandy beach. The illustration or photograph is a visual result – the benefit, the promise or the solution a reader wants. **Never use illustrations just for the sake of it or to ‘pretty-up’ what you consider to be a dull, text-only advert.**

Question: How to Write Body Copy of an Advert?

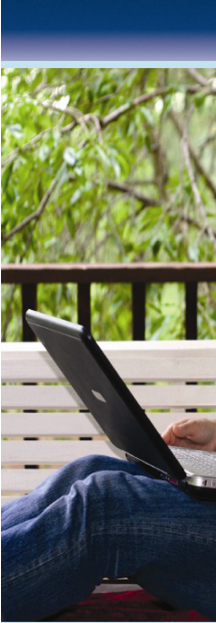
Again for a tiny advert, there isn’t any body copy – there is no space for any more than a headline to hook readers and then the how to contact information. However, for the follow-up information here are some pointers for body copy...

- Write your message person to person.

Follow a pattern...

- Start with the opening;
- give the advantages and state the benefits;
- state the offer;
- prove your claims;





- urge action;
- and finally **close to get the order.**

It is very important that the opening (the first sentence and first paragraph) be carefully written to retain life and action. You **must grab the attention of the reader and promise more to follow.** Use “subheads” to break up the heavy appearance of the body copy and invite the reader into the copy.

Question: Where Should the Price Appear in an Advert?

Tiny adverts rarely give any price, simply because they are not a direct call for a prospect to purchase anything.

And in any advert, when announcing price, never feature it unless it is your single most important selling point.

For follow-up literature, never put the price in the headline unless it is very startling and the biggest bargain of the century. It is generally better to bury the price in the body copy towards the end of the sales letter or brochure in smallish type to stop people skipping to the end to find it. It will be on the order form or coupon, so instead of stressing price in the main body of your advert, go back to “benefits.”

Question: How Many Lines Should an Advert Contain?

There is no set rule for the length of the copy, although tiny adverts are not usually more than five lines.

For all other advertising, it varies from several lines to four pages, or even more, depending on the product or service and what is needed to do an adequate job of advertising and selling.

Question: How Do I Keep the Attention of the Readers of My Adverts?

This is not a problem with tiny adverts, simply because they are so short.

However, for follow-up literature, you are always in danger of losing your reader at the end of each paragraph so you must keep your copy interesting and keep it moving.

Make your entire message easy for the eye to follow. Avoid reverse-out (white on black) or type so small it's a strain to read. Use narrow enough columns so the reader's eyes can follow easily. Every word, and the placement in the sentence, is important if you are to reach prospects at a low cost per customer.

Question: What is a Direct-Mail Perpetual Motion Program?

When you make up a circular or advert sheet, include one advert offering to print and mail another advert offering free commission circulars



for postage or for a self addressed-stamped envelope, the more stamps or the larger the envelope, the more circulars they will get.

There will still be plenty of space on the circular to offer your own product. When you send these circulars out in the right combination you may discover perpetual motion!

Question: How Can I Use Tiny Adverts to Build Up a List of Fresh Names?

Short reports on how-to subjects are generally cheap to produce. You can offer them free just to get fresh names in exchange. Have your prospects send a SAE or stamp for a free copy. **FREE – New Report on Combating Nail Fungus!**

You can get one or two page reports printed from your local quick print shop for only ten pence each, but there is no need to have a large quantity of them printed up until you see what response you receive.

Question: How Can I Get Free Subscriptions to Magazines?

There are a large number of “trade” magazines, journals, newsletters, and newspapers which are mailed absolutely free to interested firms and individuals who merely ask for them. These are not the common magazines you find in your local newsagents but they offer much valuable reading.

To locate the names and address of these firms check at your library for lists of all trade magazines and specialty publications, for example ‘the brad’. If a magazine is listed as, “controlled circulation,” it usually means it is available free. Write and ask to be placed on their mailing list. Try **to indicate interest or some connection in your occupation**, with the subject matter of the publication.

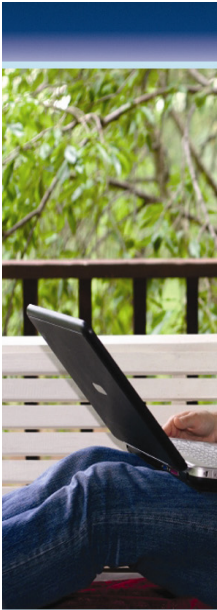
Question: How Do I Know Whether to Go for Small or Big Adverts?

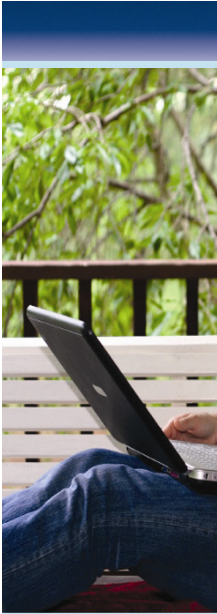
Usually, a small advert will out pull a large advert pound for pound because only a few lines of copy are required to make people see the benefits and advantages of an offer. Therefore, a full page advert is not required.

However, if a product is complex, it may require a long explanation, testimonials, and ‘prove-it’ copy. In that case, a small advert will not have enough room to do a convincing selling job – so you have to use the two-step marketing method (tiny advert for enquiries, and send follow-up sales information or point to a web site) or use a large advert.

The best size of an advert depends on several factors. It depends on the market, the product or service offered and the publication the advert will appear in. The best way to find out what size adverts will work the best is...

- **Find out as much as you can about how the direct-mail business**





works;

- **Check out what the competition is doing, how, what and where they are advertising;**
- **Write your own advert and then test it;**
- **Roll-out when it's a success.**

Question: How Can I Instantly Increase My Income?

Immediately test these three things to instantly increase your income:

- **Your headline. Can you make it more powerful? Or more convincing?**
- **Your offer.** What can you do to make it more irresistible? More bonuses? A better guarantee?
- **Your price.** You'll never know which price is more profitable until you test many different prices. In the case of tiny adverts send FREE or SAE, or £1 for example to cover postage and packing.

Any one or a combination of all three of these things can instantly increase your profits. I'm speaking from experience. Many times a simple headline or offer change has increased my profits by up to 100% or more. It's so simple: just test these three things constantly and you'll always find new ways to make more income from your promotions.

Question: What Makes a Classified Advert Good or Bad?

So what makes a classified advert good or bad?

- First of all, it must appeal to the reader, and as such, it must say exactly what you want it to say;
- Secondly, it has to say what it says in the least possible number of words in order to keep your operating costs within your budget;
- Thirdly, it has to produce the desired result, which is – and this is **CRUCIAL** – a response that leads to a sale.

Grabbing the reader's attention is your first objective.

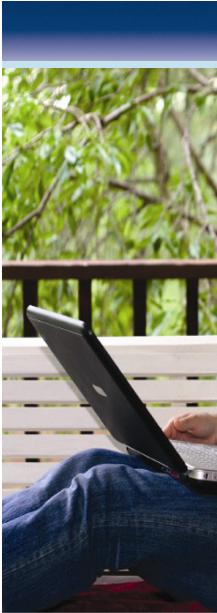
You must assume the reader is 'scanning' the page on which your advert appears in the company of two or three dozen other classified adverts. There has to be something about your advert that causes a reader to stop scanning and look at yours!

So, the first two or three words of your advert are the utmost importance and deserve your careful consideration.

Most surveys show that words like this work...

- **MAKE BIG MONEY;**





- Easy & Simple. Guaranteed!
- Limited offer;
- Send £1;
- FREE!

These are the ingredients of any good classified advert (the AIDA formula)...

- Attention;
- Interest;
- Desire;
- Action.

Without these four ingredients skillfully integrated into your advert, chances are it will just “lie there” and not do anything but cost you money.

Just break it down into simple steps. For instance, let’s give you an example of the kind of classified advert you might want to use to sell a course such as this one. The final ingredient of your classified advert is of course, your contact details for the readers to respond – how to request further information.

Although such an advert could be placed in any leading publication and would pull a good response, it’s known as a “blind advert” and would pull enquiries and responses from a whole spectrum of people reading the publication in which it appeared.

In other words, you would get enquiries from as many “time wasters” as from bona-fide buyers.

Using all the rules of basic advertising copywriting, and saying exactly what your product is, the advertising hook could read...

MONEY MAKING SECRETS!

How to Make BIG Money from Manuals!

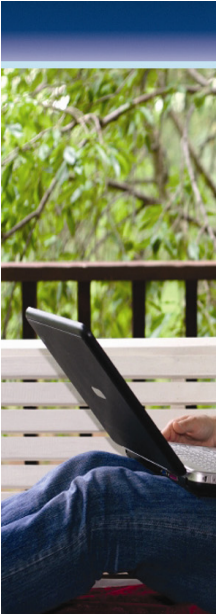
For FULL DETAILS Rush 4 x 1st class stamps to

ABC Sales, 10 Main St., Any town,
or call etc.

This is not necessarily the best advert - it’s a bit wordy, but the point I’m making is...

- You’ve got to grab the reader’s attention;
- You’ve got to further excite with something (a catch-phrase or another hook) that makes the reader desire the product or service;





- You must demand that they act immediately.

There's no point in being tricky or clever. Just stick to the basics and your profits will increase accordingly. Check out other adverts. Try to figure out exactly what they're attempting to sell and then practice rewriting them according to the rules I've just given you.

Whenever you sit down to write a classified, always write it all out and then go back over it, crossing out words, and refining your phraseology. The final ingredient of your advert is your name and address or website to which the reader is to respond, or simply a telephone number and email or website address which has a click-on contact box.

Generally speaking, readers respond more often to adverts that include a name than to those showing just initials. Watch the number of words, or the amount of space your advert uses, the use of some names in adverts can be expensive. For example, The National Institute of Direct-Mail Marketing Research Limited, or a longer name can make advertising costs prohibitive.

So, if you do choose a long name, make certain you can shorten it for advertising. The point is to think relative to the placement costs of your advert, and to shorten excessively long names (e.g. The NIDMRL).

The important thing is to know the rules of profitable advert writing, and to follow them. Hold your costs in line.

Here are 20 Sure-Fire Tips to Make Up to Ten Times More Money!

These are the things that are the most crucial in your advertising. By learning, implementing and always keeping these twenty things as tight as possible, many companies have brought in ten times more profits than before. You have the potential to do the same!

Sure-Fire Tip One - Capture a Reader's Interest

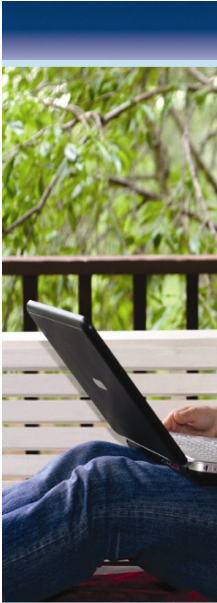
If you cannot get the **interest** of the prospect, you will never sell them anything. This is where you must find out what the hook is and put it right at the top of your advert. And then even in a tiny advert, add another hook underneath.

Sure-Fire Tip Two - Appeal to a Prospect's Self-Interest

People only care about themselves, and the more you can give them what they really want, the better. This is not selfish, it's natural.

If a person is short of money, they want to know how to get hold of more money, either by winning it or earning it – usually in as simple and easy a way as is humanely possible. When you know what benefits to offer, you have your advertising hooks! E.g. “Make £600 a Week in Under 20 Minutes Each Day!”





Sure-Fire Tip Three - Write Advertisements that Motivate People to Respond

Forget about the idea of “creating an awareness of your product,” and focus on *selling* that product. Despite the fact that you’re not asking for their money, you are simply inviting people to send for full details, you only want to attract the people who will ultimately buy your product on receiving the information.

Think of it like this - a person can know your product exists, but that doesn’t put money into your pocket until they buy it.

Sure-Fire Tip Four - Stir Buyer’s Emotions

People buy with their emotions. The advert should cause them to feel an emotion towards your product, and the more pleasant, happy and excited the emotion they have towards your product - the more they desire it - the higher the chance that they’ll buy it.

Sure-Fire Tip Four - Use Benefits to Attract Product Desire

Benefits are all that the prospects really care about. They only want to know what the product or service can do for them that can make their life easier, more enjoyable and more fulfilling.

Sure-Fire Tip Five - Make Readers Believe Your Promises

If your advert cannot make the reader believe you, the reader is not going to send for information let alone buy from you.

When you send them the full details, remember, they are buying on the basis of “sight unseen”- they send their money without ever seeing, touching or trying out the product. Therefore, it’s crucial to make them believe that you’re not going to rip them off. The best way to do this is to include testimonials from satisfied customers.

Sure-Fire Tip Six - Write Advertising that Relates to the Average Person in Your Market

Use the language and terminology that the people in your market use. **Know your market.** Know what the market likes and doesn’t like. Learn what the problems are that people in your market have.

The more you’re able to relate to them, the more you seem to honestly have something for them! **Please always remember most people have a very low reading age – typically 12!!!** Don’t talk down to them but also don’t use long words or difficult multi-clause sentences.

Sure-Fire Tip Seven - Convince the Hardened Sceptic

Consider all prospects to be hardened sceptics. If you do so, you will be able to create much better advertising. Write to that scepticism. Do everything you can to assure that prospect of the worth of your offer.



Make your offer so attractive that a prospect will say, “Yes, that’s for me!”

Get them excited! Show them dramatically what it can do for them!

Sure-Fire Tip Eight - Write Copy That Agrees With Existing Attitudes

Your understanding of the market - not just as the source of your profits, but as a group of people with lives, problems and ideals of their own - can be used to your advantage. Learn as much about them as you can, and show them that you know what they’re going through. Let them know they can trust you! **Don’t try to change the current mode of thought – you don’t have enough time or money to do this.**

Sure-Fire Tip Nine - Write Copy That Overcomes Buyer Objections

Write down a list of all the objections to purchasing your product you can come up with, and then tackle each one. (I’m talking here, of course, about the longer sales copy you have on your web site or direct mail info you send after they have enquired.) By doing so, you can come up with ways to lessen or destroy those objections. If you can do that, you’re able to develop powerful copy and advertising.

Sure-Fire Tip Ten - Use Words and Phrases That Move People to Act

Writing has its tools, just like any other profession. In writing, those tools are words and phrases. So use the best tools possible! Use words and phrases that will gain the attention, the interest and the desire of your prospects. Then give them a very simple but big motivational call to action!

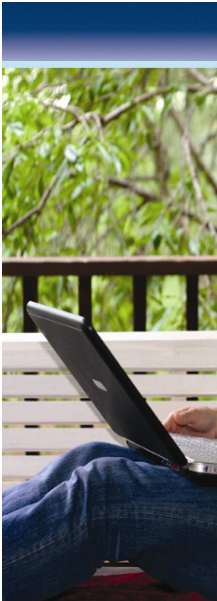
Use emotion words.

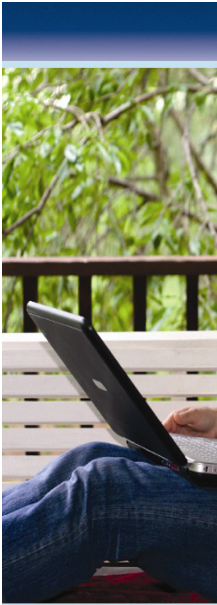
Sure-Fire Tip Eleven - Write Copy That Sounds How Average People Talk

If your copy is too complicated for a twelve-year-old to understand, you need to simplify it. Language can be a barrier as well as a tool. Don’t make it difficult for prospects to read your advertising. People read advertising in a very passive way, and if your advert requires any kind of work to understand then it will simply be ignored instead of acted upon.

Sure-Fire Tip Twelve - Stay in Touch With What People Want

People only buy what they really want. You can’t sell a mechanics kit to a classical pianist for instance. And as obvious as that sounds, you occasionally see classified adverts in a publication that has readers who are not interested in what is being offered. Always target your audience.





Sure-Fire Tip Thirteen - Do Not Test the Obvious

Testing is one of the secrets to getting rich. However, only test things that are smart and are actually questionable. Common sense is just as important as scientific actuality. Get too heavy on testing common sense things, and you're wasting your money. The main things to test are the headline and the offer.

Sure-Fire Tip Fourteen - Appeal to Emotions and Instincts

People buy with their emotions so you have to play to their feelings. Put them in the picture, with themselves enjoying the benefits of your product.

Sure-Fire Tip Fifteen - Develop Facts and Present Proof

This is the key to believability. Give your prospects facts and proof that what you say about your product can happen for them. Use everything at your disposal, from simple facts and figures to testimonials from satisfied customers. The more you can give them, the more you can tear down the wall of scepticism.

Sure-Fire Tip Sixteen - Make a Prospect Justify a Purchase

Make people feel they are getting a lot for their money. The easiest way to do this is by giving something extra to the main product. For example:

- Bonus reports;
- A free gift.

Sure-Fire Tip Seventeen - Find a Common Meeting Ground with Prospects from the Start

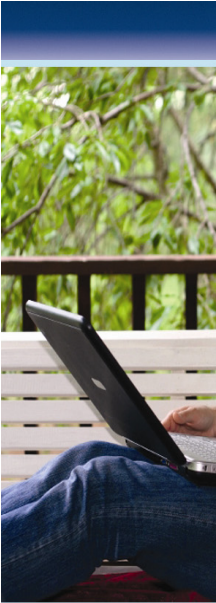
Let prospects know you can relate to them, and let them know why you can relate to them. This is the benefit of writing to a specific person and a specific market. Let them see that you know their **problems and desires and that you have the solution for them.**

Sure-Fire Tip Eighteen - Substantiate Incredible Product Claims

You have to provide evidence that your claims are true. If your claims are too wild, you have to tone them down. Outrageous product claims can be detrimental.

For example, let's suppose you're selling a set of CDs on how to get rich with your business plan. Even if claims of earning £10,000 a week are actually true, many people would be put off by this figure – they simply wouldn't believe it was possible let alone the truth.





However, if you broke that down, it will sound more achievable. For example, instead of £10,000 a week you can change it to, “I earned £937 in the last 24 hours – and so can you!” Note the specific figure £937 – so much more credible than, say, £1000.

Sure-Fire Tip Nineteen - Have Back-End Offers

Most BIG profits in this business are made through back-end not front-end sales.

Please read that last sentence again – it is the golden key to your own multi-million pound fortune.

The related products and services you sell on the back-end to customers who have bought from you before always make you the most money. The front-end should merely be used to gain initial sales and increase your customer base.

Once people have bought from you, they trust you more and you can go back to them with related offer again and again.

Sure-Fire Tip Twenty - Continually Develop New Offers and Advertising Ideas

You will never maintain success and growth with only one product. You have to keep coming out with new products to maintain your profits and keep them growing.

See you time for the final lesson!

