

Creating Great Ad Copy

By

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Creating Cash Copy

You have selected your ezines that you want to advertise in, What Next? You have come to that part of marketing that separates winners from the rest-ad copy. Writing ad copy is one of the most challenging areas in marketing. To be successful at this does not require a college degree. Rather, it requires the ability to convey your message to prospects in such a way that they are motivated to take the next step.

Regardless of your writing ability, there is one thing that must be done over and over. What is it? Testing your ad copy. You might describe your marketing efforts like this. Copy, copy, copy...Test, test, test. Copy, copy, copy...Test, test, test. If you think this sounds a little repetitive, you're right. However, to be successful in any marketing effort, you must go through this cycle over and over again. What cycle are we talking about? Well, we will simply call it "Cash Copy."

What is Cash Copy? It is writing sales ads in a way that pulls readers in. It gets the readers to say "Yes!" to your offer. Now this may sound simple, but the truth is it's not. Realistically, it's more like a game for the "inner child". Do you have a "little kid" inside you who still loves to play games? We hope so, because recognizing that little kid inside you is necessary for creating good cash copy.

What do we mean? Remember when you were a kid and you played games where the rules seemed to change as you went along? It was exciting and fun because you never really knew what to expect. How about some of those early computer adventure games? These were a favorite of ours. You just continued to play, guessing as you went along, hoping that you had enough hit points to defeat the ugly Ogre waiting around the next bend.

Well, similar to the way you played games when you were young, now you are playing the Cash Copy, marketing game if you are trying to get prospects to buy from you. The secret to this game, though, is that you really need to test your Cash Copy to determine whether or not it is going to be successful. You may think an ad you write is good, but until it is tested and proven in the market place the verdict is still out. The proof is in the pudding. If you get orders, or prospects join your business opportunity based on your ad, then you know you're going in the right direction.

How can you write good Cash Copy? Simply-practice, practice, practice, and yes, testing, testing, and more testing, This may sound redundant, but the fact is that every good Cash Copy advertisement in the marketplace has been tested thoroughly.

So, what makes good Cash Copy? The first and most important thing to consider is your Headline. You can write the best Cash Copy ad in the world, but if the Headline fails to catch the reader's attention, say good-bye.

What are the important elements of a headline? First, it must cause the reader to ask, - "What is this all about?", or say, "I want to know more!" There are certain key words that can be used to prompt your reader to do this. Here are some examples of headlines that pull, and some that push readers away.

Headlines that pull a reader in:

Discover the amazing secret to turning your web site into a site that sells like crazy.

Lose 10 pounds in the next 2 weeks.

Save up to 50% on your long distance bill

Headlines that push a reader away:

Visit our web site for more information.

Make \$10,000 in the next 30 days.

Overweight - then try our weight loss program (pill, liquid drink, etc.)

Low cost long distance service.

Notice the difference between the two sets of ad headlines? The 'push' set lacks the necessary information to generate enough reader interest to move to the next step, which is to read the ad. One common thread is they are all vague. With the above ads that are listed, there are unanswered questions in the reader's mind. For example:

We all know we can go to a web site for more information, but why would you want to even bother and visit their site?

Sure, I would really like to make more money, but how many times have I heard this type of get rich quick message?

Unfortunately, yes, I am overweight. And, yes I have tried just about every weight loss product around. Why should I try your product?

And, just about everyone seems to offer me a lower cost on my long distance calls. I get called every week with a new offer.

The 'pull' set of headlines, on the other hand, give the reader a reason to read the ad. They generate questions that cause the reader to want to know the answer.

What secret do they have that I don't? Yes, I want to have my site sell like crazy. How do they do it?

Ten pounds in 2 weeks - hey I have a reunion coming up next month. I sure would like to lose ten or more pounds to look by then. How does this work?

Save 50% - You bet I want to save 50%. I wonder what they charge so I can see if this will really save me money?

The difference between the two sets of headlines is that the 'pull' ads do just that- they pull you into the ad. They have power words with exact or implied benefits to the reader. They address the age-old question, "What's in it for me?" AND, they create curiosity enough to make you want to know more. Cash copy experts claim that your headline determines 80% of the response rate. So a great headline is very important when writing your ad.

What types of words should you use when writing headlines that pull? Well here are a few that have Pull Power. According to a study done by Yale University, the following words are the most persuasive words in the English language:

you, money, save, new, results, easy, safety, health, love, discovery, proven, guarantee, free, discover, secrets, and reveal.

Of course, we don't want to overlook ones we were taught in school:

who, what, where, why, and how. In fact, "How to" has proven to have a great pulling effect.

Even with all of this information, you could write what appears to be a great headline, place a number of ads, and get little to no response if you overlook one thing - testing. You need to test your headline to see if it pulls.

Remember, it is more important to write something that will get your prospect's attention than something you think sounds good. So it really gets back to the old copy, copy, copy.....test, test, test....copy, copy, copy...test, test, test.

Be sure to review the Cash Copy Guidelines in the next article....

Cash Copy Guidelines

In a previous chapter, we mentioned our good friend, Tom "Big Al" Schreiter. We mentioned to Tom that we were compiling information on ad copy. We asked Tom if we could share some of his insights and he agreed. Tom has over ten years of experience with cash copy, and he shared five key points that are needed to create headlines and first sentences that give prospects a reason to ask for more information. Here are those five points:

- Benefit
- Occupation
- Geography
- Odd Numbers
- Personality

Benefit

As we have stated earlier, there must be an implied benefit in your ad copy. This benefit must be something that peaks the interest of the reader. This benefit could be earning a certain amount of money, losing weight, relieving pain, overcoming a challenge in life, etc. The benefit always answers the question in the prospect's mind, "What's in it for me?"

Occupation

This is where you list the occupation of the person who used the product or service that you are promoting. The more specific you make this, the better. For example, if the person is an engineer, what kind of engineer - electrical, mechanical, chemical, computer, etc. If they are a teacher, list the type of teacher - elementary, first grade, high school, college professor.

Geography

List the place the person lives. Again, be specific with town and state. If outside the United States, list the city and the country, i.e. London, England or Paris, France.

Odd Numbers

When writing the headline or first sentence use odd numbers. Instead of stating a person lost 20 pounds on your amazing product, state that they lost 19 ½ pounds. Also use odd numbers to list the length of time that it took for them to accomplish the result - "lost 19 ½ pounds in 67 days."

Personality

This part requires you to add 'personality' to the person who used the product or service. You are trying to paint that picture that speaks a thousand words, so you want to animate, or liven up the character. For example, if the person is a first grade teacher, you can list them as an out-going, vivacious, first grade teacher. Or, if the person is a college student, you can describe them as a busy, fun-loving, college junior. You get the idea. Personality adds more validity to your headline or first sentence.

So as you are creating your headline or first sentence go through this process by asking the following questions.

- What is the benefit received from the product or service?
- What is the occupation of the user of the product or service?
- Where do they live?
- What odd numbers can be used to add credibility?
- What type of personality, or image does the user have?

Now that we have all five points covered, let's look at how you can put them together. Below is an example. We will go through the question process and show you how this works.

What is the benefit received from the product or service?

The product user can lose weight while eating cookies.

What is the occupation of the user of the product or service?

The product user was a grandmother.

Now we have a grandmother who loses weight while eating cookies.

Where do they live?

Campo, Colorado

Now we have a grandmother from Campo, Colorado who loses weight while eating cookies.

How much did she lose, and how long did it take (remember odd numbers)?

She lost 37 ½ pounds in 15 weeks.

Now we have a grandmother from Campo, Colorado who loses 37 ½ pounds in 15 weeks while eating cookies.

What type of personality or image does the user have?

She is quiet and introverted.

Now we have a quiet, introverted grandmother from Campo, Colorado who loses 37 ½ pounds in 15 weeks while eating cookies.

If you have more specifics on the benefit than just losing weight you should add that as well. Let's say our grandmother lost the weight and was able to wear her granddaughter's jeans. Then, she entered a limbo contest and won.

Now let's take this information and make it into a headline or first sentence.

Quiet, introverted grandmother from Campo, Colorado wins limbo contest wearing her granddaughter's tight fitting jeans after she lost 37 ½ pounds in 15 weeks while eating cookies. To find out more, click here.

Compare this headline or first sentence to the following:

Click here to learn about the amazing weight loss product by the amazing company which can give you amazing results.

As you can see, the first headline peaks the interest because it addresses these five points. The second one is too general to cause the prospect to request more information and click on the link.

So remember to go through these five questions each time you want to put together a headline or first sentence. You should see a marked difference in the prospects you get.

Again, we thank Tom "Big Al" Schreiter for his great insights about creating attention grabbing headlines and first sentences. For those of you who are unaware of who Tom is, we suggest that you visit his web site at www.FortuneNow.com to learn more. We also recommend that you attend one of his workshops. Not only is Tom entertaining, but his insightful information can be used by marketers looking for an edge in the promotion business.