



PROFIT YOURSELF HEALTHY INC.

Earn more, worry less

The Keys to Writing Great Ads

Marketing and engaging prospective clients or customers is like a dance. Your partner might not say yes the first time you ask. However, the principles of marketing are simple. If you have correctly identified who you want to target and have figured out the best way to reach them, you have done the bulk of the work. It doesn't matter whether you are advertising on the Internet, social media, radio, television, or in print, the method is essentially the same. This formula works in advertising and has been proven time and time again.

Most ads still fail to produce results even if they are created in the right media at the right time, because they fail to catch the attention of the prospective buyer. This is simply wasted money. For your advertising to be effective, you only have a few seconds to catch the eye of the reader with your headline. In an ever-increasing world of attention-grabbing media, your ad has to stand out, offer a benefit, or promise a result that appeals to the pain or pleasure of your target market. Your headline should not say anything about your business but should focus instead on the intended audience. For this reason, many great ads have the word "you" in them. Perhaps your killer headline addresses something you listed above that consumers hate about your industry.

Victor Schwab, an advertising genius from the 20th century, made a list of 100 of the best advertising headlines. Look closely at some of them and notice how they are crafted:

- The Secret of Making People Like You
- A Little Mistake that Cost a Farmer \$3000 per Year
- The Last Two Hours are the Longest and Those are the Two Hours you Save
- Why Some Foods Explode in Your Stomach
- Why Some People almost always Make Money in the Stock Market
- When Doctors Feel Rotten, This is What They Do
- Who Ever Heard of a Woman Losing Weight and Enjoying 3 Delicious Meals a Day?
- Discover the Fortune that Lies Hidden in Your Salary
- Is the Life of a Child Worth \$1 to You?
- Does Your Child ever Embarrass You?
- For the Woman who is Older than She Looks
- Last Friday, was I Scared...My boss Almost Fired Me!

What did you notice? Do these look like ads that you write?



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Your Headline has to Catch Their Attention!

Write 5 attention-grabbing headlines for your business or top product or service right now! Make the benefit to the customer eye catching!

1.

2.

3.

4.

5.



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Your Body Has to Keep them Engaged! Give Them A Reason to Believe

Your headline has hooked the reader—your prospective client. Now what? Many people can catch your attention with a great one liner but fail to keep you engaged with the details. In the body, tell the reader why you are dramatically different or, in other words, why your product or service is going to make such a big difference to them. In his book *Jump Start Your Business Plan*, Doug Hall says that the key to this part of your ad has to be about giving your audience “Real Reason to Believe” (Hall, 2001).

Some of my best advertising over the past 30 years has worked because I have included testimonials or stories that have given my readers information that is credible and proven. Sometimes it's the guarantee that is all the difference. Here are some things you can do to add credibility to your ads.

- Talk about what is special about your product or service: perhaps ingredients, awards, processes, patents, or licensing.
- A 100% money back guarantee it's almost expected these days, but there is no harm in stating it.
- Guarantee something that your competition doesn't.
- Think about guaranteeing a part of your product or service that is different.
- Give your readers or listeners testimonials to consider; these might come from customers, experts, authors, government, or your staff.

What could you guarantee?

What would give your customers a reason to believe in you?



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Call to Action

There needs to be a call to action in your advertising. This means that you need to tell your customer what you would like them to do. What is the purpose of your ad? Do you want the reader to buy your product now? Do you want them to go to your website? Do you want them to call for a brochure? Perhaps you want the reader (a prospective customer) to come into your business, cut out the coupon, or come to your meeting? If you don't explicitly tell your prospective customers, they have no idea what you want. Be clear and precise. Many businesses fail to do this and, as a result, the reader is left unsatisfied because they are not sure what to do next. By helping them with this process, you are improving your chances of success.

Some Examples of calls to action are....

Buy Now

Come in and visit us

For more information phone

Click Here

What Call to Action could you use that would be effective? Write a couple here!