

## **Marketing Minute ~ Design marketing and ads that get results!**

Marketing is all about helping people get what they want, and you use marketing vehicles — ads, flyers, sales letters, telemarketing, face-to-face sales presentations, website, etc. — to let your prospects and customers know that they can get what they want...from you. With this concept as a foundation, here is a simple formula to help you create powerful and effective marketing for your business.

### **1. Your Headline: Tell them they can get what they want!**

People are extremely busy and their lives are hectic. When they look through their mail, or look through a newspaper, or listen to a sales presentation, they are looking and listening for only one thing — “What do you have for me?” If they don’t see or hear “what’s in it for them” within 15 seconds, they will respond immediately with, “Sorry, not interested.”

They are not going to dig through your sales letter or your ad, or your presentation to find out if you have anything of interest for them. If you don’t tell them immediately and upfront what you have for them, you have lost them...in seconds. If you are creating an ad, tell them in your headline at the top of the ad. If you are writing a sales letter, put it in your headline at the top of your letter. Yes, sales letters should have a headline just like an ad. If you are talking to them in-person or on the phone, tell them upfront what you have for them. You see, even a face-to-face or phone contact should have a headline too.

It’s vital to ensure that what you have for them and what they want are both the same. If what you have for them in your headline isn’t what they want, then you’ve lost before you’ve begun. That’s why it’s so important for you to know exactly what your prospects and customers want before you begin spending money on marketing. Sometimes it’s the best just to ask them. Then, match up what you have with what they need.

### **2. Sub-Head: Tell them they will have to act quickly to get it.**

We all procrastinate. We put off taking action even for things we want for a variety of reasons. We get easily distracted. If you don’t get immediate action from your target group, there is a good chance they won’t come back to your marketing vehicle later. It will surely get lost or tossed. Out of sight, out of mind.

It’s up to you to help your prospects and customers overcome their tendency to procrastinate and take immediate action to get what you are offering. You do that with what is called a Sense of Urgency. Tell them the offer ends on a particular date, perhaps in a week or two. Or tell them that there is a limited supply, or that they will receive a special bonus if they act now, but they will miss the bonus if they put it off.

Like it or not, you need to use a Sense of Urgency if you have any hope of overcoming the universal human trait of procrastination. Start looking more closely at the marketing vehicles you receive every day, and you’ll begin to see that effective marketing always gives you a reason to act now.

### **3. Body Copy: Tell them the details of what they will get.**

You got your targets’ attention with your headline, by telling them that you have what they want. Now, it’s time to tell them exactly what they will get if they respond to your marketing offer.

Tell them exactly what is included. Tell them the specific features of your offer and how they will benefit from them. Tell them how others have been benefitted. Provide them with specific numbers if appropriate. Use bold sub-heads and bullets to make it easy for them to skim to the information that is important to them.

### **4. Call to Action: Tell them what they must do to get it.**

Don’t assume that your prospects and customers will figure out how to get what you are offering. They won’t do your work for you. If they have to call to get it, then tell them to call. If they have to write or drop a postcard in the mail, or fax something to you, then tell them clearly.

The point is to make it as easy as possible for your target to do what you want them to do. People don’t like to do anything that is going to take work on their part. Make it as easy for them to respond as possible, or they won’t.

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**5. Postscript: Tell them again what they can get, how quickly they must act, and what they must do to get it!**

If there is room in your marketing vehicle, such as a sales letter, it is always a good idea to recap your offer in a P.S. Very often people will skip down to the P.S. right after reading the headline. By repeating all of the specifics of your offer there, you stand a much better chance of ensuring that your prospects will understand your offer.

Tell them what they will get if they respond by the deadline, and exactly what they must do. Here's an example:

P.S. Drop the enclosed postcard in the mail by Friday, July 18th, to receive your Free Information Packet!

See how easy it is to recap everything in just one short sentence?

Try these marketing actions, have fun with it, and see what works. Work with what they want, and get what you want...more business!

