Tip List for Advertisers

1. First, know your customer. WHO will buy your product or service? Your ad must appeal to THAT person. Be specific. Try to picture someone who fits the profile of your customer. Pretend you're talking to that person as you begin to write.

2. What benefit does your product or service offer that your customer really wants? That benefit must be the focus of your ad. Think about *deeper* wants… the ones your buyer has, but doesn't discuss. Buying decisions are based on emotions… and justified later with logic.

3. Write your ad to that customer, and show the benefit quickly, before he or she stops reading. Your headline MUST grab his or her attention.

4. Be sure you choose a benefit that is useful to the customer.

5. Bring out the unique quality of your benefit… how is it different from what your competitor has to offer? Why is that important? What is the advantage of buying from you rather than someone else?

6. Be specific. Use real numbers, don't round up or down.

7. Create urgency. Why should they buy from you NOW?

8. Make a promise… quality, reliability, service, results

9. Paint a picture. Show the reader how he'll have more love, money, health, prestige, or whatever his heart desires… once he buys from you.

10. Offer proof. Can you throw in a testimonial?

11. Ask for the order, the visit to your store, the phone call… Believe it or not, this is the step that many marketers forget.

12. Make it easy to respond. Be SURE your phone number, address, etc. are in the ad and on every piece of paper you send!

For email promotions: Remember to grab your reader in the subject line and the top 2" of copy. You have 3 to 5 seconds before he or she moves on… unless you say something that commands attention. Leave the logo for later.

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