



## Improve Your Advertising / Copywriting

- **Headline** - the most important part of your article by far. The headline has to catch the prospects eye with something highly important and relevant to the reader.
- **Testimonials** - ensure you have downloaded your guide on "Using Social Proof"
- **AIDA** - the correct order for al marketing copy - Attention, Interest, Desire, Action.
- **Sell the sizzle not sausage** - make sure your copy really sells your products or services in such a way as to leave the customer dribbling for your services!
- **Deadline** - create a sense of urgency with a deadline. Once dealing has passed stick to it or deadlines will become meaningless.
- **Bullet points** - to highlight the salient points
- **Lists** - a clear way to show a group of connected pieces of information
- **Make it personal** - write to the prospect individually ... don't say "you all want"
- **Guarantee** - develop a strong and powerful guarantee to soothe your prospects mind about choosing you above all other options
- **Photo with caption** - the third most read part of any article
- **A single, and concise call to action** - what do you the prospect to do? Call? Email?
- **Many ways to respond** - facebook, email, text, call?

**BUSINESS SUPER HEROES**



- Show your logo at the bottom (if at all) – remember the ad is ***not*** about ***YOU***
- Always have a ps - the second most read part of the article after the headline
- Be direct - leave out the fluff. Prospects won't waste their valuable time searching for information on your ad. Get to the point quickly.
- Ensure every word means something - as above.
- Is the focus is on the customer - Remember the ad is there for one reason only; to get prospects to contact you, so ensure the ad is all about how you can help the prospect, not about you.
- Are you talking to your target market in a language they understand - Don't use trade talk or company slang. If the prospect doesn't understand what the ad is about, it'll go in the bin.
- Are you targeting the right areas for your target market - have you developed a target customer profile so you actually know who you are targeting with your ads?
- It's not about you - as said before but worth repeating time and again. Leave out the "we have 5 staff" nonsense because the prospect doesn't care.
- Have you done, shown or said something different to your competition - tell everyone what makes you unique in the market place. Why wouldn't you?
- Have a short story to hand - maybe tie it in with a testimonial or case study?
- Benefits not features - don't bother people with the technical aspects of your equipment or processes - tell people how their lives will be made better by your goods or services

**BUSINESS SUPER HEROES**