



# 10 Ways To Write More Effective Advertising





## **10 Ways To Write More Effective Ads**

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Postnet Suite 84, Private Bag X 75, Bryanston 2021, South Africa  
**[www.zagroup.co.za](http://www.zagroup.co.za)**

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## [ What is advertising?

Is it something to be regarded as a work of beauty or art?  
Is it clever slogans or amusing prose?  
Is it workmanship to be judged for an award or recognition?

It's none of the above. Advertising is salesmanship multiplied. Nothing more. And advertising copy is salesmanship in print. The purpose of an ad is to sell. Period. The selling is accomplished by persuasion with the written word, much like a television commercial sells (if done properly) by persuading with visuals and audio.

Claude Hopkins wrote in his timeless classic, **Scientific Advertising**:

“

*To properly understand advertising or to learn even its rudiments one must start with the right conception. Advertising is salesmanship. Its principles are the principles of salesmanship. Successes and failures in both lines are due to like causes. Thus every advertising question should be answered by the salesman's standards. Let us emphasize that point. The only purpose of advertising is to make sales. It is profitable or unprofitable according to its actual sales.*

*It is not for general effect. It is not to keep your name before the people. It is not primarily to aid your other salesmen. Treat it as a salesman. Force it to justify itself. Compare it with other salesmen. Figure its cost and result. Accept no excuses which good salesmen do not make. Then you will not go far wrong.*

*The difference is only in degree. Advertising is multiplied salesmanship. It may appeal to thousands while the salesman talks to one. It involves a corresponding cost. Some people spend \$10 per word on an average advertisement. Therefore every ad should be a super-salesman.*

*A salesman's mistake may cost little. An advertiser's mistake may cost a thousand times that much. Be more cautious, more exacting, therefore. A mediocre salesman may affect a small part of your trade. Mediocre advertising affects all of your trade.*”





These points are as true today as they were when written decades ago!

The question then becomes: how can we make our advertising as effective as possible? The answer is to test and test again. And then to test some more. If ad “A” receives a two percent response rate, and ad “B” receives three percent, then we can deduce that ad “B” will continue to outperform ad “A” on a larger scale.

Testing takes time, however, and can be expensive. Ideally, one should start with some proven, tested and known ideas and work from there.

For example, if testing has shown that targeted advertising significantly outperforms untargeted advertising (and it does), then we can start with that assumption. If we know, based on test results, that an ad that speaks directly to an individual performs better than an ad that addresses the masses (again, it does), then it makes little sense to start testing with the assumption that it does not.

It stands to reason that knowing some basic rules or techniques about writing effective copy is in order. Test results will always trump everything, but it’s better to have a starting point before you test.

This starting point is the essence of this book. The ten tips expressed here have been generally time-tested and are known to be effective. But we can’t emphasize enough that you should always test these techniques before rolling out a large (and expensive) campaign. Sometimes a little tweak here or there is all that is needed to increase response rates dramatically.

Here’s to your success!

**From all of us at ZA**





## [ 1. Focus on them, not you

When a prospect reads your ad, letter, brochure, etc., the one thing he will be wondering from the start is: **“What’s in it for me?”** If your copy doesn’t immediately tell him, it’ll land in the trash faster than he can read the headline or lead.

A lot of advertisers make the mistake of focusing on themselves. They tell the reader how long they’ve been in business, who their biggest customers are, how they’ve spent ten years of research and millions of Rands on developing this product, blah, blah.

Actually, those points are important. But they should be expressed in a way that matters to your potential customer. Remember, once he’s thrown your ad in the garbage, the sale is lost!

When writing your copy, it helps to imagine that you are writing a letter to an old friend. In fact, picture a friend who most closely fits your prospect’s profile. What would you say to convince this friend to try your product? How would you target your friend’s objections and beliefs to help *your cause*?

When you’re writing to your friend, you’ll use the pronouns “I” and “you.” When trying to convince your friend, you might say: *“Look, I know you think you’ve tried every widget out there. But you should know that ... ”*

And it goes beyond just writing in the second person. That is, addressing your prospect as “you” within the copy. The fact of the matter is there are many successful ads that weren’t written in the second person. Some are written in the first person perspective, where the writer uses “I.” Other times the third person is used, with “she,” “he,” and “them.”

And even if you *do* write in the second person, it doesn’t necessarily mean your copy is about them. For example:





*“You can take comfort in the fact that, as a real estate agent, I’ve sold over 10,000 homes and mastered the tricks of the trade.”*

Although you’re writing in the second person, you’re really still focusing on yourself. So, how can you focus on **them**?

Glad you asked. One way is to ...





## [ 2. Emphasize benefits, not features

What are features? They are factual descriptions of the qualities of a product.

- The XYZ car delivers 8 km per litre in the city.
- Our ladder's frame is made from a lightweight durable steel alloy.
- Our glue is protected by a patent.
- This database has a built-in data-mining system.

And what are benefits? They are what those features mean to your prospects.

- You'll save money on petrol **and** cut down on environmental pollutants when you use our energy saving high-performance hybrid car. Plus, you'll feel the extra **oomph** when you're passing cars, courtesy of the efficient electric motor, which **they don't have!**
- Lightweight durable steel-alloy frame means you'll be able to take it with you with ease and use it in places most other ladders can't go, while still supporting up to 800 pounds. No more backache lugging around a heavy ladder. And it'll last for 150 years, so you'll never need to buy another ladder in your lifetime!
- Patent-protected glue ensures you can use it on wood, plastic, metal, ceramic, glass, and tile ... without messy cleanup and without ever having to re-glue it again—guaranteed!
- You can instantly see the “big picture” hidden in your data **and** pull the most arcane statistics, on demand. Watch your business do a “180” in no time flat, when you instantly know why it's failing in the first place! It's all done with our built-in data-mining system that's so easy to use, my twelve year-old son used it successfully **right out of the box.**

We just made up those examples, but we think you understand our point.

By the way, did you notice the style of writing? Here's why we write so casually: You are not writing to impress your English teacher or win any awards. The only award you're after is your copy beating



the control (control being the best-selling ad you have out there, so far.) So, take some liberty in grammar, punctuation and sentence structure. You want it to be read and acted upon, not read and admired!

Back to benefits ... If you were selling an expensive watch to affluent retirees, you wouldn't tell your reader that the face is two inches in diameter and the band is made of leather. But you **would show** him how the extra-large face will tell him the time at a glance. He won't have to squint and look foolish to everyone around him trying to read this magnificent timepiece. And how about the way he'll project success and status when he wears the beautiful gold watch with its handcrafted custom leather band?

Incidentally, did you notice how we brought up **not squinting** as a benefit? Does that sound like a silly benefit? Not if you are selling to affluent baby-boomers suffering from degrading vision. They probably hate it when someone they're trying to impress sees them squint in order to read something. It's all part of their inner desire, which you need to discover. A desire which they may not even be aware of. That is, until you show them a better way.

The point is to address the benefits of the product, not its features. And when you do that, you're focusing on your reader and his interests, his desires. The trick is to highlight those specific benefits (and word them correctly) that push your reader's emotional hot buttons.

How do you do that? Read on!





### [ 3. Push their emotional hot buttons

This is where research really pays off. Because in order to push those buttons, you need to first know what they are. Listen to this story first and we'll tell you what we mean:

Once upon a time a young man walked into a car showroom to check out a Mercedes SLK 350. He had the money and he was ready to make a buying decision. But he couldn't decide if he wanted to buy the SLK from Mercedes or the BMW Z4 Roadster from the dealer up the road.

A salesman approached him and soon discovered the man's dilemma. *"Tell me what you like best about the SLK,"* said the salesman.

*"It's a **fast** car. I like it for its speed."*

After some more discussion, the salesman learned that the man had just started dating the brightest young attorney in town. So what did the salesman do?

Simple. He changed his pitch to push the hot buttons he knew would help advance the sale. He told the man about how impressed his new girlfriend would be **when he picked her up with this car!** He painted an irresistible mental image in the man's mind of him and his girlfriend cruising around town in the SLK. How all of his friends would be envious when they saw him riding around with this beautiful young lady in this beautiful car.

And suddenly the man "got the picture". The salesman saw that he got it ... and piled on even more "pictures" ... arrivals at restaurants and corporate functions ... Before you knew it, the man signed on the dotted line to get the Mercedes SLK 350. He was sold — even though the Z4 Roadster is actually faster than the SLK!

The salesman had found his hot buttons and pushed them ... using mental images depicting the





man as the beneficiary of things he really wanted for himself. Subconsciously, what he really desired was a car that would impress his girlfriend, his friends and, in his mind, make him seem better, more important, more attractive and likeable and would make them love him more!

Perhaps the man didn't even realize this himself. But the salesman sure did. And he knew which emotional hot buttons to press to get the sale.

Now, where does the research pay off?

Well, a good salesman knows how to ask the kinds of questions that will tell him which buttons to press on the fly. When you're writing copy, you don't have that luxury. It's therefore very important to know the wants, needs, and desires of your prospects up front. If you haven't done your homework, your prospect is going to decide that he'd rather keep his money than buy your product. Remember, copywriting is **salesmanship in print!**

People don't like to be sold. But they do like to buy. And they buy based on emotion first and foremost. Then they justify their decision with logic, ***after they are already sold emotionally***. So be sure to back up your emotional pitch with logic to nurture that justification at the end.

And while we're on the subject, let's talk a moment about perceived "hype" in advertising copy. The common perception is that customers won't fall for hype any more, because it is not believable.

Indeed, hype itself does not sell well. Some less experienced copywriters often try to compensate for their lack of research, or not fully understanding their target market or the product itself, by adding tons of adjectives and adverbs and exclamation points and big bold type. Whew! If you do your job right, it's just not needed.





That's not to say some adverbs or adjectives don't have their place ... only if they're used sparingly, and only if they advance the sale. But we think you'd agree that backing up your copy with proof and believability will go a lot further in convincing your prospects than hype.

Which brings us to our next tip ...





## [ 4. Incorporate proof and believability

When your prospect reads your ad, you want to make sure he believes the claims you make about your product or service. Because if there is any doubt in his mind, he won't bite — no matter how sweet the deal. In fact, the “too good to be true” mentality will virtually guarantee a lost sale ... even if it *is* all true.

So, after you've made sure your copy is accurate and truthful, what can you do to increase the *perception* of believability? Because after all, it is perception that you need to address.

### Here are some tried and tested methods that will help:

- If you're dealing with existing customers who already know that you deliver as promised, emphasize that trust. Don't leave it up to them to figure it out. Make them stop, cock their heads, and say, *“Oh, yeah. The ABC Company has never done me wrong before. We can trust them.”*
- Include testimonials of satisfied customers. Be sure to put full names and locations, where possible. *“Andy Sherman, Managing Director, ABC Corporation, Sandton” is a lot more believable than “A.S. from Sandton.”* It doesn't matter that your testimonials aren't from somebody famous or that your prospect does not know these people personally. If you have enough compelling testimonials, and they're believable, you're much better off than not including them at all.
- For a direct mail letter, certain ads or web sales pages, where the copy is in the form of a letter from a specific individual, including a picture of that person helps. But unlike “traditional” real estate letters and other similar ads, put the picture at the end near your signature, or midway through the copy, rather than at the top where it will detract from your headline. And ... if your sales letter is from a specific individual, be sure to include his credentials to establish him as an expert in his field (relating to your product or service, of course).



- If you can swing it, adding a celebrity endorsement will always help to establish credibility. Heck, if ol' honest Babe Honnors recommends your product and backs up your claims, it must be true! Ok, you get the idea, though.
- If you have just started and don't have much customer feedback, use quotes from experts in their respective fields. But ... be sure to get their consent or permission from the copyright holder, and to always acknowledge your source.
- Pepper your copy with facts and research findings to support your claims. Be sure to credit all sources, even if the fact is common knowledge, because a neutral source goes a long way towards credibility.
- Cite any awards or third-party reviews the product or service has received.
- If you've sold a lot of widgets, say so, i.e. *"10 million people can't be wrong."*
- Include a **GREAT** guarantee and **stand by** your refund / return policy. This is just good business policy. Even though you may dish out more refunds, you'll also sell three times as many widgets as before. Crunch the numbers and see what makes sense. More importantly, test! Make them think, *"Gee, they wouldn't be so generous with returns if they didn't stand behind their product!"*
- Reveal a flaw about your product. This helps alleviate the "too good to be true" syndrome. There's a tendency to think that every advertiser is always putting his best foot forward. And, indeed, they are. That's why it's refreshing when someone stands out from the crowd by being honest. In other words, your reader will start to subconsciously believe that you are revealing all of the flaws, even though your best foot **still** stands forward. So, reveal a flaw that isn't really a flaw. Or reveal a flaw that is minor, just to show that you're being "up front" about your product's shortcomings. Example:



*“You’re probably thinking right now that this tennis racket is a miracle worker — and it is. But I must tell you that it has one little ... shortcoming. My racket takes about 2 weeks to get used to. In fact, when you first start using it, your game will actually get **worse**. But if you can just ride it out, you’ll see a tremendous improvement in your volleys, net play, serves ... ”*

- Use “lift notes”: a brief note or letter from a person of authority. Not necessarily a celebrity, although that can add credibility, too. A person of authority is someone well recognized in a field (which is related to your product) that they are qualified to talk about. Lift notes may be distributed as inserts, a separate page altogether or even as part of the copy itself. As always, test!
- If you are limiting the offer with a deadline “order by” date, be sure the deadline is real and does not change. Deadline dates that change every day simply undermines your credibility. The prospect will suspect, *“If his deadline date keeps changing, he’s not telling the truth about it ... we wonder what else he’s not telling the truth about.”*





## [ 5. The Unique Selling Proposition (USP)

Also known as the unique selling *position*, the USP is often one of the most oft-misunderstood elements of good sales copy. It is what separates your product or service from your competitors. Let's take a quick look at some unique selling propositions for a product itself:

**Lowest Price.** If you've got the market cornered on budget prices, flaunt it. Selling for cheaper has been around as long as capitalism itself. However, someone can always come along and sell for cheaper. When that happens, it's time for a new strategy ...

**Superior Quality.** If it outperforms your competitor's product or is made with higher quality materials or ingredients, you must use this fact to your advantage. It may eliminate the need to compete on price, altogether.

**Superior Service.** If you offer superior service over your competitor's, people will buy from you instead. This is especially true in markets that are all about service: cell phone, cable television and Internet service providers, etc. But it can be equally true for other markets, i.e. pick up and delivery for car repairs, a personal attendant at the fitting rooms of a fashion retail outlet, etc.

**Exclusive Rights.** Our favourite! If you can legitimately claim that your product is protected by a patent or copyright, licensing agreement, etc., then you have a winner for exclusive rights. If you have a patent, even the President must buy from you if he's in the market for what you sell.

Ok, what if your product or service is no different than your competitor's? Go look carefully: there are always differences: location, packaging, process, people ... The trick is to turn these differences into a positive advantage for you.

But what if you truly have the same widget for sale as the guy up the road?





Unless your prospect knows the inner workings of both your and your competitor's product, including the manufacturing process, customer service and everything in-between, then you will have to use a little creative licensing. But you must be truthful. Always.

For example, if you tell your readers that your product is bathed in steam to ensure purity and cleanliness (like the cans and bottles in most beer manufacturing processes), it doesn't matter that Joe's Beer up the road does the same thing. That fact that Joe doesn't advertise this fact makes it a USP in your prospect's eyes.

Want some more USP examples?

- We are the only car repair shop that will **buy your car back** if you are not 100 percent satisfied with our work.
- Delivered in 30 minutes or it's on us!
- No other furniture company will pay for your shipping.
- Our recipe is so secret, only three people in the world know it!

As with most ways to boost copy response, research is the key with your USP. Sometimes your USP is obvious, for example if you have a patent. Other times you must do a little legwork to discover it (or shape it to your target market).

Here's where a little persistence and in-person selling really pays off. Here's an example:

Suppose your company sells beanbag chairs for kids. So you, being the wise marketer that





you are, decide to sell these beanbags in person to prospects before writing your copy. After completing twenty different pitches for your product, you discover that 75 percent of those you visited asked if the beans would eventually leak. Since the beanbag chairs are for kids, it's only logical that parents would be concerned about their youngster jumping on it, rolling on it, and doing all things possible to break the seam and "spill the beans."

So when you write your copy, you make sure you address that issue: *"You can rest assured that our super-strong beanbag chairs are triple-stitched for guaranteed leak-proof performance. No other company will make this guarantee about their beanbag chairs!"*





## [ 6. The headline

If you're going to make a single change to boost responses to your advertising, then it should be a change to your headline. (You **do** have one, don't you?)

Why? Because **five times** more people read headlines than body copy. Quite simply, a headline is ... an ad for your ad. People won't stop their busy lives to read your copy unless you give them a good reason to do so. A good headline promises some news and a benefit.

Perhaps you're thinking: "What's this about news, you say?"

Think about the last time you browsed through your local newspaper. You checked out the articles and, occasionally, an ad may have caught your eye. Which ads were the ones most likely to catch your eye?

- The ones that looked like an article, of course.
- The ones with newsworthy headlines.
- The ones with fonts and type that closely resembled the fonts and type used in articles.
- The ones that were placed where articles were placed — as opposed to a full page of ads.
- The ones with the most compelling headlines that convinced you that there is value or benefit just for you, lurking somewhere in the ad.
- The ones that somehow convinced you that it's worth a few minutes to read the copy.

**The headline is that powerful and that important.**





There are many ads out there that don't even have a headline. That's the equivalent of flushing good money right down the toilet.

Why? Because your response can increase dramatically by not only adding a headline, but by making that headline almost impossible to resist **for your target market**.

And those last three words are important. **Your target market**. For example, take a look at the following headline:

### **Announcing ... New High-Tech Gloves Protect Wearer Against Hazardous Waste**

News, and a benefit.

Will that headline appeal to everyone? No, and you don't care about everyone. But someone who handles hazardous waste would appreciate knowing about this little gem. That someone who handles hazardous waste is your target market. It is your job to get them to read your ad and your headline is the way to get them to do that.

Your headline should create a sense of urgency. It should be as specific as possible (i.e. say R1,007,274.23 instead of "a million Rand").

The appearance of the headline is also very important. Make sure the type used is bold and large, and different from the type used in the copy. Generally, and contrary to common belief, longer headlines tend to get better responses than shorter ones.





## [ 7. The more you tell, the more you sell

The debate on using long copy versus short copy never seems to end. Usually it is a newcomer to copywriting who seems to think that long copy is boring and, well ... long. *"We would never read that much copy,"* they say.

The fact of the matter is that all things being equal, long copy will outperform short copy every time. And when we say long copy, we don't mean long and boring or long and untargeted.

The person who says he would never read all that copy is making a big mistake in copywriting: he is going with his gut reaction instead of relying on test results. He is thinking that he himself is the prospect. He's not. We're never our own prospects.

There have been many studies and split tests conducted on the long copy versus short copy debate. And the clear winner is always long copy. But that's targeted relevant long copy, as opposed to untargeted boring long copy.

Some significant research has found that readership tends to fall off dramatically at around 300 words, but does not drop off again until around 3,000 words. Example:

We're selling a limited edition, expensive set of professional golf clubs and we make an irresistible offer, telling prospects how our clubs will knock 10 strokes off their game. We send our long copy to a mixed database of people who play golf occasionally, who want to play golf or who attend golfing events. We are probably not going to get good results: Our communication would miss its target even though, at face value, we seem to be targeting the right audience. If someone from this group doesn't read past the 300th word, they were not well qualified for our offer in the first place. It wouldn't have mattered whether they read up to the 100th word or 10 000th word. They still wouldn't make a purchase.





If, however, we send our long copy to an avid, die-hard golfer who just recently purchased other expensive golf products, he would probably read every word ... and buy. That's targeted marketing.

Anticipate your reader's questions and objections and provide answers to these. If it takes a 10-page sales letter, so be it.

Does that mean every prospect must read every word of your copy before he will order your product? Of course not. Some will read every word and then go back and reread. Some will read the headline and introductory paragraph, then skim much of the body and land on the close. Some will scan the entire body, then go back and read it. All of those prospects may end up purchasing the offer, even though they all may have different styles of reading and skimming.

Which brings us to ...





## [ 8. Write to be scanned

Your layout is very important, because you want your ad to look inviting and accessible to the eyes. Ample white space and generous margins, indentations, short sentences, short paragraphs, sub-headings, bullets, an italicized or underlined word here and there ... all make the communication more visually inviting, accessible and “scan-able”.

When reading your communication, some prospects will start at the beginning and read word for word. Some will read the headline and perhaps a paragraph or two, then read the “P.S.” at the end of the communication to see who it is from, then start from the beginning.

And some folks will scan through your communication, noticing the various sub-headings strategically positioned throughout, before deciding if it's worth their time to read the entire thing. Some may never read the entire communication, but order anyway.

You must write for all of them. Interesting and compelling long copy for the studious reader, and short paragraphs and sentences, white space, and sub-headings for the skimmer.

Sub-headings are the smaller headlines sprinkled throughout your copy.

### **Like this.**

When coming up with your headline, some of the headlines that didn't make the cut can make great sub-headings. A good sub-heading forces your prospect to keep reading, threading him along from start to finish throughout your copy, while also providing the glue necessary to keep skimmers skimming.





## [ 9. AIDA

There's a well-known structure in successful sales communication, including ads and sales letters, described by the acronym **AIDA**.

AIDA stands for:

- Attention
- Interest
- Desire
- Action

First, you capture your prospect's attention. This is done with attractive visuals, layout and a compelling headline. If your headline fails to capture your prospect's attention, he is unlikely to read your stellar copy, which means that your ad will have failed.

Then you want to build a strong interest in what you have to offer. You want your prospect to keep reading, because if he reads, he just might buy.

Next, you create desire. Having a precisely targeted market for this is key, because you're not trying to create a desire where one did not already exist. You want to capitalize on an existing desire, which your prospect **may or may not know he has**. You want your prospect to experience that desire for your product or service.

Finally, you present a call to action. You want him to pick up the telephone, return the reply card, attend the sales presentation, order your product, whatever. You need to ask for the sale (or response, if that's the goal). You don't want to beat around the bush at this point. If your communication and AIDA structure is sound and persuasive, here's where you present the terms of your offer and urge the prospect to act now.



## [ 10. Create a sense of urgency

When you limit the supply of a product or service in some way, basic economics dictates that the demand will rise. In other words, people will generally respond better to an offer if they believe it is about to become unavailable or restricted in some way.

And of course, the opposite is also true. If a prospect knows your product will be around whenever he needs it, there's no need for him to act now. And when your ad is put aside by the prospect, the chance of closing the sale diminishes greatly.

It's your job, therefore, to get your prospect to buy, and buy now. Using scarcity to sell is a great way to accomplish that. You can create scarcity by:

- Limiting the quantity:
  - only twenty widgets available for sale. After they're gone, that's it.
  - only so many units made or obtained
  - selling off old stock to make room for new
  - limited number of cosmetically-defected items, or a fire sale
  - only a limited number being sold so as not to saturate the market
  
- Limiting the time: a deadline is added to the offer, i.e. available only until the end of the month. It should be a realistic deadline, not one that changes all the time (especially on a website, where the deadline date always seems to be that very day at midnight ... when you return the next day, the deadline date has mysteriously changed again to the new day). Deadlines that change decreases credibility. This approach works well when the offer or the price will change, or the product / service will become unavailable, after the deadline.
  
- Limiting the offer. This is accomplished by limiting parts of the offer, such as the guarantee, bonuses or premiums, the price, and so on.





When creating a sense of urgency, you must follow through with your restrictions. If you say you only have 500 widgets to sell, then don't sell 501. If you say your offer will expire at the end of the month, make sure it does. Otherwise your credibility will take a hit. Prospects will remember the next time another offer from you makes its way into their hands.

Another important thing you should do is explain the reason why the offer is being restricted. Don't just say the price will be going up in three weeks, but decline to tell them why.

### **Here are some examples:**

*“Unfortunately, I can only handle so many clients. Once my plate is full, I will be unable to accept any new business. So if you're serious about strengthening your investment strategies and creating more wealth than ever before, you should contact me ASAP.”*

*“Remember ... you must act by [date] at midnight in order to get my 2 bonuses. These bonuses have been provided by [third-party company], and I have no control over their availability after that time.”*

*“We've obtained only 750 of these premiums from our vendor. Once they are gone, I won't be able to get any more until next year. And even then I can't guarantee the price will remain the same. In fact, because of the increasing demand, it's very likely the price could double or triple by then!”*

Remember when we said earlier that people buy based on emotions, then back up their decision to buy with logic? A restriction becomes part of that logic to buy and buy now.





## [ Conclusion

Writing great copy that results in sales is a skill that anyone can learn. All it requires is concentration, knowledge of the audience's needs and the willingness to write, re-write, test, re-write, test some more and re-write. Good copy is derived from proven test results designed to do one thing and do it well: sell.

Effective advertising doesn't always use "grammatically correct" English. It uses short sentences. Fragments. Like this. It convinces you to buy, and buy now. Period.

It talks about benefits, not features. It sells on emotion and reinforces the decision to buy with logic.

It paints a compelling picture and makes an irresistible offer that forces your prospect to act and act now!

Effective and persuasive advertising is like your top salesperson — the one who continues to break all your sales records year after year — multiplied by thousands or millions! Just imagine if that salesperson all of a sudden stopped producing results. You would immediately want to find out what is going wrong and try to fix it. Your advertising should be regarded in exactly the same way.

Now that would be effective (and cost-efficient) marketing!

And that's the kind of proven marketing you need to employ.





## [ About ZA Group

**Our mission at ZA Group is to make a significant, positive contribution** to the economic and social wellbeing of South Africa. We do this by helping business owners, entrepreneurs and innovators grow their businesses, generate employment and create wealth for themselves and the communities in which they operate — through effective and sensible marketing of their ideas, services and products.

**ZA Group** offers integrated strategic marketing plans that cover ■ advertising and media ■ branding ■ customer relationship marketing ■ direct mail communications ■ e-mail and web-based marketing ■ internal communications ■ joint venture marketing ■ launches, exhibitions and sales events ■ positioning ■ product development ■ public relations ■ revenue streams ■ social investment ... to develop comprehensive, tailor-made blueprints for action towards success.

**ZA Marketing.** If it can be branded or needs to be communicated, we can analyse, conceptualise, plan, write and design it ... from advertising campaigns to annual reports, corporate identity systems, direct mail, brochures, point-of-sale displays, flyers, exhibitions, newsletters, packaging, promotional material, sales literature, websites and more ... for all media.

**ZA Training.** Practical workshops to equip entrepreneurs, business owners & marketing professionals with the knowledge and understanding they need to effectively direct their own marketing for maximum impact and results.

**ZA Tools.** An online library of tools, templates, books, reports, information, software, events, resources and freebies to motivate, inspire and help businesses grow

**ZA Difference.** A resource for individuals, communities, entrepreneurs, corporations, social investors and organisations geared to social and economic transformation ...

For more information, [click here](#) or go to [www.zagroup.co.za](http://www.zagroup.co.za)

