

The Secrets of Good Newspaper and Magazine Advertising for YOUR Business. PART 1. by Duncan McAdams

Many businesses don't have the luxury of using a marketing or advertising company or even a freelance copywriter to write ads for them. So in the good old Kiwi fashion of "doing it yourself" we are introducing the first in a three part series to help you write your own advert that will help you get results.

The only reason for advertising is for SALES otherwise it's a waste of time and money. You will still find advertisers wasting opportunities and calling it a "branding exercise" or some such nonsense - don't go there. Advertise then monitor the response - if you get little or no response change your advert - keep doing this until you find one that does work. So lets begin with the MOST important part of every advert

The Headline

The headline of any advert really is the MOST important part - you must engage the reader to read on. You don't need to be smart or clever just get them interested.

Headlines can be broken down roughly into three types:

Self interest

Use lots of "you"s and "your"s and really talk to the reader - remember they are very interested in themselves. How you can improve your email newsletter in 2.3 hours!

News

Be specific. 1000's of people read our email newsletters is not as good as 2541.25 people read our newsletters every two weeks - it has a kind of newsworthy, "yes I trust these figures" feel. Or better still use self-interest and news: It's easy to get 5639 readers to read your email newsletter - find out how.

Curiosity

Try and arouse someone's curiosity - 11 Mysteries of a Good Email Newsletters Unraveled or create a challenge: If you keep reading I bet YOU could write your own email newsletters.

Your headline makes the reader want to read on so make it sexy, interesting, challenging, address a problem - here's a few more tips:

Longer headlines work better than shorter ones.

Keep your headline in an easy to read font - no fancy stuff here.

Keep your headline at the top of the page. (most of the time)

Stress words by bolding or underlining such as "you" & "your".

Try to avoid using all capital letters if you're using a long headline

Don't be negative or boring or meaningless

If your using a long headline make non essential words smaller and the item for sale larger: You could make real money with email newsletters - we tell all.

For more information we recommend the two best books on advertising ever written:

Tested Advertising Methods by John Caples
Scientific Advertising by Claude C Hopkins

Another two good ones:
Cash, Customers and Ads that Sell by Bradley Sugars/Trevor Mayhew
Great Print advertising by Tony Antin

All are still in print and available from Borders or www.Amazon.com

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Last time I talked about headlines and how crucial they are to get the readers interest. The next important part of a good advert is the text or copy. Here are 3 different ways you can keep the reader's interest and by using these tricks/secrets/techniques you will get excellent responsesÖ.

Straight to the point

Get to the point with your writing straight away, tell the reader that you have got something worthwhile to sell and that they should purchase today. Include the benefits and features and no flowery language.

If you would like us to coordinate your email newsletters for you we will provide the marketing ideas, copy, database support and planning to get to your customers efficiently. We can issue estimated costs by phone - call today.

Tell a story

Ever since I was a kid I always loved being told a story this is a brilliant way of engaging the reader.

When we began to send email newsletters we were a bit skeptical at first as we didn't believe it would work. Now the situation has changed and our response rate has gone up by 76% from when we first started - simply by telling good stories. With a database of over 3600 and growing we know for sure that email newsletters work. How would you like this for your company?

Facts and figures

Include more information and details in these kind of adverts

There are 2.78 million email users in New Zealand today and billions overseas. With an email newsletter you can target specific people you wish to email and be amazed at the response. You must plan and have a campaign as usually it takes 6-8 email newsletters before most people will actually read your newsletter unless they are REALLY interested. Call us today to discuss your future success.

These styles of advertising are only but a few as there are many more depending on your audience. Here's a quick list of do's and don'ts for copy writing:

Do's

1. Use testimonials from happy clients.
2. Don't be afraid to blow your own trumpet - loudly.
3. Include a "call to action" - buy now, call us today, be quick.
4. Use limited offers.
5. Long copy works better than short copy.
6. Emphasize your unique selling proposition.

Don'ts

1. "No copy" is a waste of time - your contact details and two words.
2. No humour - no body buys from a clown unless you are a clever clown.
3. Oh so you are a smart cookie - don't be clever - you are not entering a writing competition and only one other person in the world will understand.
4. No poetry - 'tis for poets - stay away.
5. Don't make outlandish claims or tell whoppers unless you are selling "whoppers".

Put some energy and interest into your copy - and Voompa - results!

More books to get you practiced

Ogilvy On Advertising - David Ogilvy
The Craft Of Copy Writing - Alastair Crompton
The Ultimate Sales Letter - Dan S Kennedy

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So you have got a brilliant headline, masterful copy and a great heart warming picture to lure the punters to your advert where they will buy , buy , buy!

Great! Here are 12 tips & tricks and bits of info that will make your magazine or newspaper advert really work (in no particular order).

1. Average response to a newspaper advert is within four days.
2. Give all ads a "key number" that people can quote so you know which magazine or newspaper the advert was placed in - (yes, good marketing requires that you monitor what you are doing).
3. If you are the owner of a small business put a photo of yourself in the ad - this ads credibility as people buy from people.
4. Always start with a great headline and write your ad from there - this forces you to focus on your message.
5. Use lots of sub headings - you may make readers linger longer if you use them.
6. If you are writing long copy check how they do it in the Readers Digest (yes this cheesy magazine are masters at their game)
7. Please, please put a dotted border around a coupon to encourage people to cut it out (add a pair of scissors picture if you wish)
8. Be specific about your product - if you are selling vitamin C talk about your product's benefits not Vitamin C as a general product otherwise you may be helping sell all Vitamin C products from your competitors.
9. Include a "call to action" in every ad - call us today - mail this coupon/come into our store NOW!! People need telling and so it's the job of your headline and copy to do so.
10. Half page ads get the same response as full paid ads most of the time - so don't waste your advertising dollar.
11. Try and get your advert positioned on page 3, 5, 7, or 9 of any publication as far to the right as possible.

12. Write positively - use simple language - tell a great yarn - show the benefits - get the customers.

If you don't want to write your great ads we can help - call us quickly so you can get it started today.

Helpful copy writing aids:

Words That Sell by Richard Bayan

Any books by Al Ries/Jack Trout

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