

- Week 3 -
Transform Your Marketing

Important Points To Remember

- Every ad and marketing piece must adhere to direct marketing principals
- Study successful, proven ads and mimic them with your features and benefits
- Always have a unique selling proposition (USP) or you're just a commodity
- Be able to identify direct marketing from brand marketing and know the benefits
- Create a good headline and a strong call to action and you're 90% of the way there
- Always focus on the benefits the customer gets.
- Transfer risk with guarantees and encourage action now with scarcity

Main Parts Of A Perfect Ad

Writing a successful ad is closer to following a "formula" than it is creative work. The sections below are elements that are all very important in your marketing materials. The more of these you can include, often the better your copy will do.

Headlines

Your headlines are the most important part of your ad. They need to immediately grab your prospects attention and convince them that what you have to say is worth reading. Go heavy on the benefits, news and curiosity and make it specific to them! Use the space below to brainstorm different headlines you can use in your advertising.

Body Copy

The purpose of your body copy is to shine the spotlight on the problem your customers are facing (and the solution) or the primary benefit of your product and service. It needs to be very benefit rich and move the reader closer towards a buying decision. Use the examples in The Vault and at swiped.co to create your own body copy in the area below. Use the back of this sheet if necessary.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Bullet Points

Bullet points serve as a compact, simple way of conveying your features and benefits. It allows readers that aren't interested in reading a paragraph to skim and get many of the same benefits. Use short, impactful bullet points. Features should be supported by benefits. Each bullet point should be so impressive that it convinces your prospect to buy, without them having to read any others. Use the section below to brainstorm & write out your bullet points:

Call To Action

Your call to action is what separates brand marketing from direct marketing. This is the offer that is going to get someone to respond directly. It doesn't necessarily have to be a purchase. This can be someone booking an appointment, entering an e-mail or even coming into a store. Use the space below to brainstorm different "calls to action" that you can use in your marketing:

Guarantee

When your customers purchase your product they're weighing the benefits of buying against the risks of buying. These risks are that the product may not work, or it may not be satisfactory. By adding a guarantee or warranty you reverse the risk and put it on yourself. This dramatically increases the likelihood that someone is going to buy from you. Note: Testimonials are also a great way to reverse risk by showing your prospect that other people like your product / service too. Use the space below to brainstorm different guarantees you can use with your offer.

Scarcity

Scarcity is what encourages your prospect to take action now. Scarcity can be a limited time offer, a limit on the number of items being sold, or any element of a promotion that encourages people to buy now. The most popular way of doing this is to offer a sale, but if you don't want to discount your service you can add a limited time bonus as well. Use the space below to brainstorm different scarcity offers you can use in your business.

Do's & Don'ts For Turning Your Website Into A Sales Tool

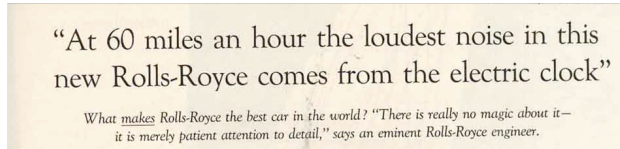
- Include a clearly defined call to action that generates a lead or a sale
- Include a clearly defined unique selling proposition
- It must tell your prospects exactly what you do in less than 5 seconds
- Include testimonials, case studies, reviews (if available)
- Include many benefits encouraging the reader to take action now
- Don't talk about "I" - focus on the customer, not the business
- Don't overload your prospect with info that won't lead to a buying decision
- Don't put design above function - make sure all text is clear and easy to read.

12 Direct Marketing Rules

1. Always build a house list
2. Know your Unique Selling Proposition
3. Every offer must have a compelling headline
4. All marketing materials must be benefit rich
5. Every offer must include a guarantee
6. Every offer must have scarcity
7. Every offer must have a call to action
8. Every offer must have an upsell and a downsell
9. Always test other offers
10. Keep running successful promotions
11. Know the value of your customers
12. Follow up with leads and buyers

[Download This PDF And Read It](#)

Examples Of Great Marketing Pieces



Don't Make These Mistakes When Buying a Motorcycle!

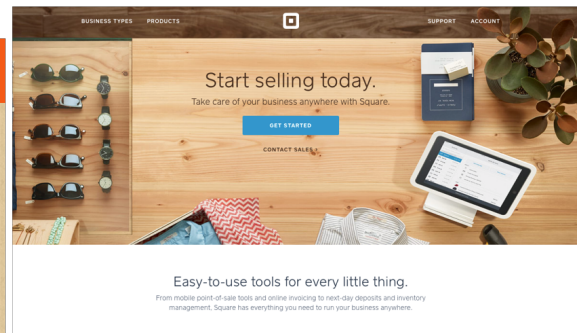
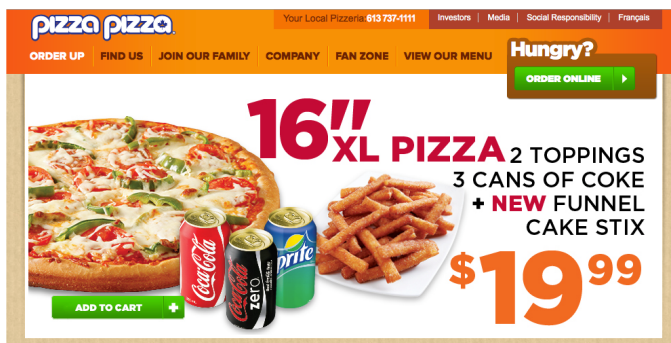
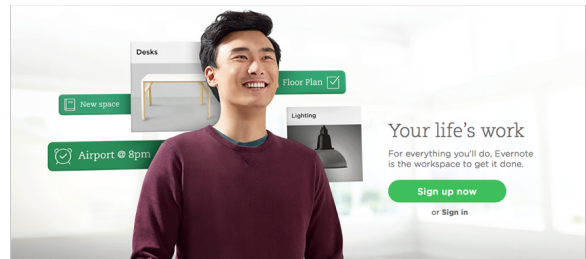
Free Recorded Message Reveals...
"The Amazing Seduction Secrets Of A Skinny, Ugly, 6 Foot Geek From Culver City California That Could Get You All The Girls You Want — No Matter What Your Looks Or Age"

YOU'RE BEING ROBBED.


V Actually every time that you spend money, whether of the approved, documented kind, or the unapproved, you're being ROBBED! You're being ripped, hoodlumed, and swindled out of the full value of your money by a combination of...

Subscriptions cut to \$2.97!
mind-boggling announcement

Publisher slashes price to celebrate Tenth Anniversary. States with Best Unemployment Pay.



Sales On Demand - Week 3




SAFE, COMFORTABLE PLUMBING

24/7 EMERGENCY SERVICE

I NEED A PLUMBER NOW!





Honest, Reliable, Professional
& No Surprises!
770.427.1998



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Bathroom REMODELING

Remodeling your bathroom will not only give you the bathroom you've always wanted, but also add value to your home. [Learn More](#)

Follow us!    

 Like  1.2k

Contact Us Now!

We will respond within 24 hours.

Name (Required)

E-Mail Address (Required)

Phone Number

Message

Have you used us before?: ☐ Yes ☐ No

If not, how did you hear about us?

Will this be a return visit for the same issue?: ☐ Yes ☐ No

Send Form

Sundial Plumbing's Mission

To provide the best professional health maintenance service, with the best products, at the best price, with the best customer service.






Our goal is to deliver unparalleled customer satisfaction by building valued relationships. We believe everyone deserves safe and comfortable plumbing.

Reputable & Professional Estimates. No Surprises!

We give you up-front pricing so you know exactly how much the job will cost before we start.

You will receive the price and scope of work in writing before the work begins. This means you are in control!

Call 770.427.1998 to get started!

What Our Customers Have to Say

★ **Great Service!** ★★★★★
"I am a new homeowner and had my water heater go out last night and didn't want to go through the night without any hot water. I called Sundial and a technician came out, replaced my water heater..."

Good Work at a Fair Price ★★★★★
"After having a bad experience dealing with an unlicensed plumbing contractor named Alan Ridgeway at Ridgeway Mechanical, I decided to choose Sundial Plumbing for replacing my..."



Book an Appointment

POWERED BY ZocDoc

Dr. Nana Dickson
(571) 419-6897
3040 Williams Drive, Suite #201, Fairfax, VA 22031



Beautiful Smiles for you and your family.

START TODAY

HOME ABOUT US OFFICE WHY CHOOSE US? SERVICES PROMOTIONS TESTIMONIALS CONTACT US

Dental Videos



Allegra Dental Center has been awarded as a top Dentistry practice with some of Fairfax's best Dentists Verified by OpenCare.com

[Watch all videos.](#)

Why Choose Us?

Patients are the heart of our practice, so it makes sense that we would go out of the way to provide comfortable waiting and treatment areas complete with the types of amenities you would expect from the premier dental practice. Our office is filled with state of the art diagnostic and dental treatment technology. We believe our patients deserve only the best, and our staff works hard to deliver.

[Read More!](#)

Request an Appointment!

Name

Email

Telephone

Comments

Submit

Your Notes

[illegible]

[illegible]

Sales On Demand -Week 3 -

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What We're Doing In Week 3

- Identify the differences between direct & brand marketing
- The main elements of an effective ad
- Rules that your website must follow
- The Direct Marketing Rules
- Good Ad, Bad Ad Teardown
- Transform your marketing materials

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Common marketing (brand marketing)

- Done by large corporations
- Relies on prospect remembering your product when they make a buying decision
- Usually done with tv commercials, billboards and radio spots
- Examples: Coca Cola, Harley Davidson, Apple, Samsung, etc...
- Favoured by most marketing service companies

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Problems with brand marketing

- Requires your ad to be viewed by your prospect 7x before they take action
- Very passive form of marketing
- Extremely expensive
- Practically useless for 99% of small businesses
- Exactly what most small businesses try (and fail) to model

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Biggest marketing mistakes and misconceptions

- "The best looking ad is the one that is going to perform the best."
- "If we build it they will come."
- "It's what Madison avenue does, so it must be right?"
- "Ad agencies are just like the TV show "Mad Men"

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Direct Marketing

- Marketing that requires a prospect to respond directly to an offer
- Will often have scarcity built in (buy 1 get 1 free, limited time discount, etc)
- Not always pretty, but very very effective
- Usually done with 30 second or 2 minute commercials, snail mail, sales letters or sales videos.
- The marketing material reads as though a sales person is speaking 1 on 1 with the prospect
- Based heavily in traditional sales psychology
- Often rejected in favour of more "flashy" brand marketing
- Objective: Clone your best sales man and send him everywhere

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Benefits of direct marketing

- Much much higher ROI than brand marketing
- Able to easily track and improve advertising
- Able to focus your advertising dollars on what's working now
- Relatively inexpensive compared to the cost of brand marketing
- Very few people use it, so it's extremely powerful!

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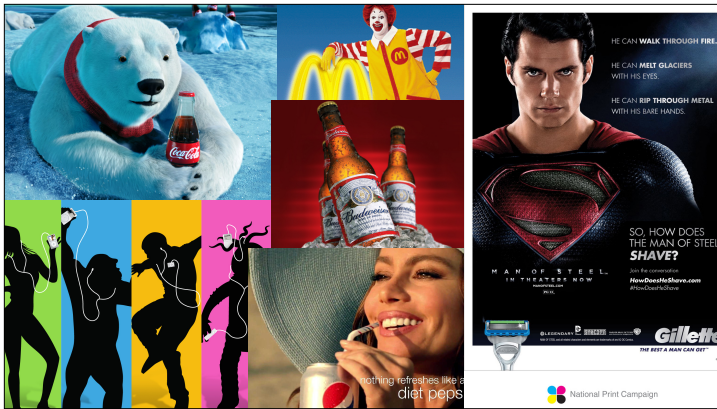
Identifying brand marketing from direct marketing

- Good direct marketing will always ask the reader to take an action
- Main objective with brand marketing is to impress the brand on the reader (no action required)
- Good direct marketing will always have scarcity built in
- Brand marketing will often be flashy and place higher priority on graphics.
- Direct marketers know that text sells better than images and they take advantage of as much space as possible

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Brand Marketing Ad Example

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Biggest direct marketing misconceptions

- "People don't buy from infomercials!"
- "Nobody reads those long sales letters!"
- "Direct marketing requires sending stuff in the mail"
- "That's old and outdated, everything is online these days!"

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What is your Unique Selling Proposition?

- What sets you or your business apart from your competition?
- ie: Why should I buy from you and not someone else?
- Doesn't have to be huge, you just have to have some differentiation
- Take a weakness and turn it into a strength.

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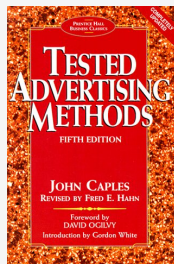
Example: Example: Joe's Pizza Parlour needs more customers but doesn't know what to do next. He needs to stand apart from the Pizza Hut's in the area that deliver in 30 minutes or less. He can't deliver that quickly so here's how he spins a negative into a positive benefit:

"At Joe's Pizza Parlour you won't get your pizza in 30 minutes. But that's because our dough is hand made, our cheese is grated fresh, and our veggies are bought daily at the local market. Because our fire heated, stone baked oven takes a little longer, your pizza may take an extra 10 or 15 minutes... But I guarantee it will be the best pizza you ever have, or your money back".

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Headlines

- Purpose: To grab the readers attention and stop them in their tracks
- Appeals to self interest, curiosity, benefit and news
- Benefit > News > Curiosity. The more you can include the better.
- Attention + Benefit + Time Frame
- Attention New Mom's! This weekend only, save 15% on strollers!
- Can focus on a positive or a negative. i.e.: Warning! Your Baby Is At Risk! Keep reading to discover how your stroller could be suffocating your child!
- Note: People are more motivated to move away from pain than towards pleasure
- Bottom line - 90% of your readers won't go beyond the headline. Make it count.
- Read: Tested Advertising Methods - John Caples.(EXCELLENT headline book)



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Examples of great headlines

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ACT NOW!
To Receive a Virtual
FREE LAS VEGAS VACATION

4 reasons why you should take a virtual Las Vegas vacation: 1. You can win big prizes. 2. You can win big prizes. 3. You can win big prizes. 4. You can win big prizes.

Don't Make These Mistakes When Buying a Motorcycle!

Free Recorded Message Reveals...
"The Amazing Seduction Secrets Of A Skinny, Ugly, 6 Foot Geek From Culver City California That Could Get You All The Girls You Want — No Matter What Your Looks Or Age"

How to keep your money from being MURDERED!

YOU'RE BEING ROBBED

HOW TO BURN OFF BODY FAT, HOUR-BY- HOUR!

"At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock"

What makes Rolls-Royce the best car in the world? "There is really no magic about it — it is merely patient attention to detail," says an eminent Rolls-Royce engineer.

Subscriptions cut to \$2.97!
mind-boggling announcement

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Body Copy

- Designed to shine a spotlight on the problem - "twist the knife"
- Often done through a story. Discusses the journey the creator went through to discover this solution
- If not done through way of a story. The benefit of the product must be clear from the start
- Offer a solution to the problem by way of your product or service
- Explain in sentences what the benefits are, how it's going to help them, etc.

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Bullet Points

- Recap Highlights main benefits of product
- Allows skimmers to read quickly
- Summarizes all the benefits
- Acts as a "value stack" for the copy
- The benefit of each bullet point that it alone makes the customer want to purchase.
- Stacking all the benefits on top of each other make it a "no-brainer"

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Sub Headlines & Captions

- Remove the "wall of text" effect and makes it easier for your prospect to read.
- Many people will start reading half way through at a headline point. Give them somewhere to start.
- Always put captions (with benefits) under all images. Captions almost always get read.

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Call To Actions

- Tells the prospect what to do next
- If you don't tell the prospect what to do, they won't do it
- More call to actions = more sales
- Click The Button To Buy Now / Click The Button To Download Now / ... book your appointment now... etc.
- Clip this coupon out and bring it in to save 10%

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Guarantees

- Provides comfort and makes the buying process easier
- Dramatically increases sales by transferring risk
- The longer the guarantee, the higher the sales
- Guarantee doesn't have to be "money back".
- Offer a service guarantee, a "lifetime" product guarantee, etc.
- Most people won't ever take advantage of the guarantee.

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Scarcity

- Encourages action now - people want what they can't have!
- Done with a trial, bonus, special, etc.
- Always give justification to the scarcity - make it real!
- ie: "We have x units in stock." "Only x hours in a day", "Holiday "weekend only" Sale".

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How most people read sales copy

- Group A: Reads only headlines first & skims
- Group B: Reads every word on the page
- Your copy must appeal to both groups
- You should be able to read your copy and have it make sense just reading the headlines and subheadlines.
- Your paragraph text should fill in the details behind the headlines (and be benefit rich)
- Long copy sells better!

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The Issues With Most Websites

- Talk about "I" too much. Nobody cares about who you are. They only want to know if you can solve their problem.
- Try and tell too much. Your website shouldn't include everything under the sun. It's not a digital filing cabinet for your business.
- No clearly defined goal. A website is a sales tool - it's the equivalent of a digital store. You wouldn't build a store without a purpose - same idea. Your website real estate is just as valuable as your retail real estate.
- No call to action - or a call to action "below the fold" (nobody scrolls down!)
- Most websites are used as information tools rather than lead generation / sales tools!
- If your prospect can't figure out what your business does in the first 5 seconds they will leave.

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What your website MUST have

- A clearly defined call to action that generates a lead or a sale
- A clearly defined unique selling proposition
- It must tell your prospects exactly what you do in less than 5 seconds
- Testimonials, case studies, reviews (if available)
- Many, many benefits encouraging the reader to take action now

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Great Website Examples

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14 Marketing Tips Any Business Owner Can Use To Instantly Generate More Profit

CLICK HERE TO DOWNLOAD NOW

YOUR life's work

Start for free

16" XL PIZZA 2 TOPPINGS 3 CANS OF COKE + NEW FUNNEL CAKE STIX \$19.99

Start selling today.

Easy-to-use tools for every little thing.

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SAFE, COMFORTABLE PLUMBING

I NEED A PLUMBER NOW!

Home, Reliable, Professional & No Surprises! 770.427.1998

Bathroom REMODELING

Contact Us Now!

Reputable & Professional Estimates. No Surprises!

What Our Customers Have to Say

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Read: 14 Marketing Tips To Instantly Generate More Profit

- Always build a house list
- Know your USP
- All marketing materials must be benefit rich
- Every offer must include a guarantee
- Every offer must have some kind of scarcity
- Every offer must have a compelling headline
- Every offer must have an upsell / downsell
- Always test other offers
- Every offer must have a call to action
- Keep running successful promotions
- Know the value of your customers
- Every ad element has a purpose
- Always have a sales funnel

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Bad Ad Breakdown

- Know the difference between a good ad and a bad one
- Start scientifically criticizing others ads
- Look at the competition. What are they doing? Are they following the rules?
- Write down your competitions weak points
- See how bad advertising truly is. Less than 10% even follow basic direct marketing rules
- Realize that even with a little bit of effort you stand to beat the pants off your competition!

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Key Points To Remember:

- Every ad and marketing piece must adhere to direct marketing principals
- Study successful, proven ads and mimic them with your features and benefits
- Always have a unique selling proposition (USP) or you're just a commodity
- Be able to identify direct marketing from brand marketing and know the benefits
- Create a good headline and a strong call to action and you're 90% of the way there
- Always focus on the benefits the customer gets.
- Transfer risk with guarantees and encourage action now with scarcity

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Week 3 Homework

- Analyze competitions advertising. How are they failing? What will you do to improve?
- Review high performing advertising pieces at swiped.co
- Save them to Evernote & start building your own swipe file
- Convert all your marketing materials to meet direct marketing standards
- Post them in the group for review
- Add more items to your swipe file (always keep this growing!)
- Pick 1 new book to read from the "Recommended Reading" section & finish half of it
- Find 10 ads & tear them apart
- Continue to grow your leads list
- The Goal: "Tighten everything up and get your business running like a well oiled machine!"

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Next Week:
We build your sales funnel

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