

Apryl Parcher's 1-Minute-Biz-Tips e-newsletter: Timely tips on marketing and other tidbits to enhance your business.

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Your subscription brings you one regular monthly issue, usually at the beginning of the month, plus one or two periodic supplementary messages, usually recommendations for information products on marketing and related topics that I think might interest you.

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DON'T KILL YOUR GRANDMA!

What does this headline do? If it makes you a little curious to find out how NOT to kill Grandma, then it has done its job, which is to attract attention.

I got this headline idea from a friend of mine who is an HVAC contractor, and a great marketer. His name is Steve Moon (www.moonservices.com) Every week at our Business Networking International (BNI) meeting, when he introduces himself and gives his 30-second infomercial about his business, the headlines that get the most smiles (and twinges of guilt) are those where he describes Grandma as either freezing or expiring from heat due to inattention to her heating or air conditioning system. I suggested he use that in his next postcard campaign—complete with a photo of an elderly lady slumped over in her chair for shock value.

But notice...the headline didn't try to sell us an HVAC system. It didn't over-explain and try to tie the statement to the product. That's not its job. Its job is to STAND OUT from the crowd of competing advertising messages out there (there are PLENTY), and get people to read the rest of your ad. So next time you're brainstorming a headline for a print ad, a sales letter, radio spot or any other type of marketing, think up a few outrageous one-liners that could grab someone's attention.

Apryl's quarterly print newsletter has more on this topic. You can sign up to receive it by emailing a request with your physical address to csmeditor@gmail.com.

Speaking of Radio Spots...

I've been listening to talk radio a lot lately, just to keep an ear out for the ads that catch my attention.

Did you know that Radio is a great way to use Direct Response copy? For those of you who have been to one of my seminars, you know that I'm always drumming into people's heads that they need to make an irresistible offer in order to get a response—and that the offer should have meaning for the prospect—but you also need to hook your prospect emotionally from the get-go. Unless the ad grabs his attention in a meaningful way from the beginning, you're lost in the airwaves.

One of the best ads I've heard on radio illustrates this perfectly, and perhaps you've heard it. It is for the Midwest Center For Stress and Anxiety, and founder Lucinda Bassett begins the spot with a voice filled with empathy: "Worry is emotional torture. It **consumes** you...and **robs** you of happiness and peace of mind. Anxiety is **worry gone out of control**...it makes your mind race in circles with **scary, obsessive** thoughts: What if you lose control? What if you embarrass yourself? What if you're dying of some **horrible disease?...**"

She goes on to describe depression and outlines all the overwhelming feelings associated with it. Soon she has you nodding your head, "Yes, that's *exactly* how I feel!" She's got you hooked, because her description fits the bill for you or someone you know, and she speaks from experience. She's been there.

Then, she positions her product as the solution, stating that thousands of people have been cured of their anxiety and depression, etc., and offers you a "powerful FREE tape," to find out more, and an 800 number to call to get the tape. The offer of the powerful FREE tape is repeated at least twice with the same emotion—empathy.

This is a 60 second ad, and it runs during drive times. If you call that 800 number to get the tape, operators try VERY hard to upsell you to the product, which has a hefty price tag, stressing the guarantee. If you don't like it, send it back for a full refund.

Even on her website, she incorporates some of the same language in her video ad. As many times as I've heard this ad run, I know it's making them tons of money. That's what's called a "control" in the direct response business. It brings in a predictable amount of business every time they run it. They know, because they measure the response carefully. If you do Radio advertising, try that formula...emotional hook, position your product as solution, a FREE offer of a book or tape or other meaningful information (not just a brochure). And don't forget to track your results.

Don't forget to take time out to smell the new spring flowers popping out all over, and I'll see you next time!

All the Best,
Apryl

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