

Better advertising in 1 hour



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copywithcream[®]

This book has been written for all the small business owners who are doing their own advertising, and struggling with it.

BETTER ADVERTISING IN 1 HOUR

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CONTENTS

Section 1 THE BASICS

- Understand how people read 3
- Understand how people think 4
- Work out your target audience 5
- Choose the right medium 7
- The 3 basic jobs of an ad 10
- Make it memorable 12

Section 2 HOT TIPS

- 24 hot tips for better writing 14

Section 3 WRITE!

- How much to write 15
- Before you get started 17
- Write! Let's get started 18
 - 2 biggest problems starting
 - Getting rid of the blank page
- Sorting it out 20
- Use your customers to sell you 29
- The 1 thing many people forget 31
- 3 fool-proof tests for your writing 33
- After the launch 36

Section 4 WHAT NOT TO DO

- 12 big mistakes on business cards 37
- 8 big mistakes in brochures 40
- 5 big mistakes in print ads 43
- 7 big mistakes in Yellow Pages ads 45
- 9 big mistakes in letters 48
- 7 big mistakes in newsletters 50
- 1 big mistake in an annual report 52
- 10 big mistakes on websites 53
- 10 big mistakes on drive-by ads 56
- 5 big mistakes on vehicle signage 61

Section 5 EXTRAS

- A bit about photography 64
- A bit about typography 65
- A bit about colour 68
- A bit about logos 69
- A bit about branding 70
- A bit about design 72
- One final thing 73

Section 6 THE END

- Now what? 74
- About the author 75

Section 1 **THE BASICS**

> UNDERSTAND HOW PEOPLE READ

Many people who write their own advertising make one big mistake. They think that people will read their advertising as they would a book. Starting at the beginning, working through one word at a time, as it is written, right until the end. Wouldn't that be nice? But it just doesn't happen.

People don't read ads, they scan them

They will quickly glance over your ad/page/webpage. They might scan the headline, picture and logo. If they don't click off or turn the page or chuck your brochure in the bin, they take the next step. They scan the subheadings, captions under photos, and perhaps notice any words in the text that are bold, coloured or underlined.

Only then – and only if they are interested – will they start to read

They go back to the beginning of your ad or brochure or letter and really start to read it properly. Or if they're on your website, this is where they start to look around the different pages.

You have less than 1/3 second to grab them

So it's your job to make sure that you get your message across – fast. That's why the headline, the sign-off, the P.S., the logo, the subheadings are so vitally important.

> UNDERSTAND HOW PEOPLE THINK - WIIFM

Nice as most people are, they don't care about you, your business, your products or services the same way you do. What they DO care about is that famous phrase, 'WHAT'S IN IT FOR ME?'

So what's in it for them?

Can you solve a problem for them? Can you help them save money? Make money? Look better? Feel better? Work less? Have more success with the opposite sex? What can YOU do for THEM? The quicker you can tell them, the more likely they are to get really interested, read all of your advertising material, and maybe spend their money with you.

Avoid 'corporate puff'

What's corporate puff? Statements that put all the emphasis on you, your company, and how wonderful you are. We are the greatest, we are the biggest, we are the best, rah rah rah. Of course you need to tell people who you are and what you can do. But see if you can turn the emphasis away from you and onto them. For example...

- a) Our company is the biggest in Australia, and we have won lots of awards.
- b) As the biggest organisation of its kind in Australia, we can offer you a number of exclusive benefits.

See the difference? That's your challenge. Instead of making it all about you as in a), see how you can slip in the impressive details about you, but then turn the spotlight back onto them. Here's another example I prepared earlier for ME...

- a) Karen Zaskolny has won a Gold International Newspaper Marketing Award and Gold and Silver Asian Direct Marketing Awards as well as Silver and Bronze at the New York Festivals.
- b) Although she's won a number of international awards in the past, Karen's vision is to help small businesses who are struggling with their advertising.

> WORK OUT WHO IS YOUR TARGET AUDIENCE

You're not writing for 'Everybody'

It's surprising how many people don't know who they're writing for, who exactly their target audience is.

CASE STUDY 1 – TARGET AUDIENCE – EVERYBODY

I once met a man at a direct marketing seminar who, despite me playing '20 Questions', kept insisting his target audience was 'Everybody.' I can't remember what his product was but I do remember I was having difficulty keeping a straight face. 'Everybody.' Yeah right. Babies? People in Africa? I'm sorry, but thinking your target audience is 'Everybody' won't get you very far. Especially in a direct marketing seminar!

For example – when I was writing this book, here's who I had in mind...

- Someone who runs their own business
- who knows they need help with their advertising
- but don't have a budget for an ad agency (or even a freelancer!)
- so they've decided to do it themselves and they know they need help
- but they're way too busy to read a big long book – they have a business to run!

Yes, other people will also buy this book, but that was the target audience I had in mind when I wrote it. Other target audiences might be – marketing managers or employees responsible for creating advertising material, advertising and marketing students, copywriting students, community groups with big messages but little money, and anyone else interested in advertising.

To be successful with your advertising, you need to know who your target audience is, so you can speak to them in their language. Also, to make sure you choose the right way to reach them.

CASE STUDY 2 - TARGET AUDIENCE – DRIVERS

I was running a workshop and someone asked about how to better define their target audience.

Participant: 'We service cars, so our target customer is everyone that drives a car.'

Me: 'Not necessarily. You need to ask yourself some questions.
Do your customers live locally?
Are they the execs that leave their car with you because you offer them a lift to their city job?
Or are they the mums with kids?
Do they drive a BMW, a rust-bucket, or something in between?'

Get the picture? If you sit down and go through the clients you have now, yes you may well have a few different types in the mix, but you can usually start getting a **much clearer idea of who you MOSTLY attract**. And that's the gold! Get clear about your target, work out how to find more of them, and things may just get a lot simpler for you. Because the scatter-gun approach is a waste of time and money. It puts people off. And it's exhausting.

Advertising for 'everybody' means you'll end up attracting nobody

Unless, of course, you have the budget of Coca-Cola, and my guess is, if you did you probably wouldn't be reading this e-book.

Writing for one

Once you are clear about your target audience, then go one step further and think of a real person who is your target customer. For example, if your target audience is people who ride mountain bikes, think of a particular person you know who rides one. Once you get him clearly in your mind, write your advertising for him. The more you know about your particular person, the better your advertising will be.