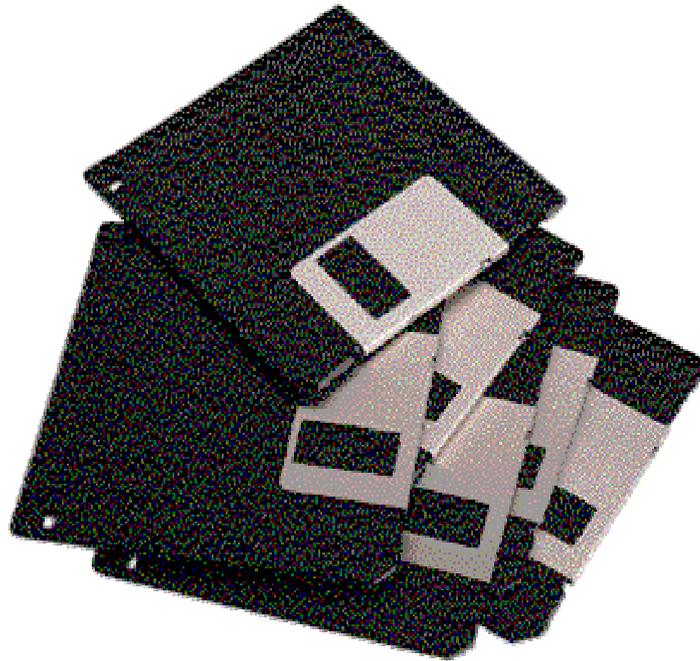
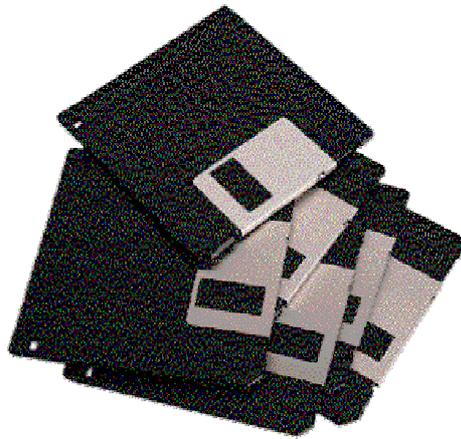


A Short Guide To Creating Winning Advertisements



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A Short Guide to Writing Winning Advertisements

Space advertising covers goods and services sold through newspapers, magazines and other appropriate publications. Promotion can be through classified or display advertising, advertorials, editorials and press releases.

Space advertising takes two main forms: classified and display. The first is where advertisements are placed in sections 'classified' by the type of products or services offered. Thus, small advertisements for business opportunity manuals might be 'classified' under 'business opportunities'. Classified is also a term used to describe small lineage advertisements, usually comprising just words without embellishment.

Conversely, display advertising uses various embellishing devices, including graphics and borders, photographs and boxes around the advertisement. Costs are usually higher for display advertisements than for classifieds. Frequently one encounters the term 'display classifieds' usually meaning that something is done to make the advertisement stand out from the rest. That 'something' frequently means printing the first few words of the advertisement in bolder print, placing impact lines above and below the text, sometimes boxing selected advertisements within the classified columns.

Most larger publications have advertising departments whose staff offer information about advertising with them, including rates, how to place advertisements, and help with wording. Regular advertisers usually receive preferential placing in the publication commonly at reduced rates than those offered to other advertisers.

Famous Thoughts On Advertising

“Advertising may be described as the science of arresting human intelligence long enough to get money from it.”

Stephen Leacock, comedian.

“Many a small thing has been made large by the right kind of advertising.”

Mark Twain, 19th-century American author and humourist.

“The most important word in the vocabulary of advertising is TEST. If you pretest your product with consumers, and pretest your advertising, you will do well in the marketplace.”

David Ogilvy, Co-founder of the Ogilvy and Mather Advertising Agency.

“Advertise your objective, don’t keep it in the dark. Whatever your occupation, whatever you propose doing, if you need the support of the public, then take the steps necessary to let them know about it. It doesn’t matter how, as long as you get their attention. I frankly admit that I owe a large part of my success to the press. Some businessmen will say that their advertising costs are a complete waste of money. That may be, but it’s because the ads were done carelessly and parsimoniously. Small doses of advertising result in nothing, obviously. It’s like giving a sick person half the medicine he needs. It just causes more suffering. Give the whole dose, and the cure will be certain and decisive.” **P. T. Barnum**, 19th-century American entertainment entrepreneur.

“You have to be pretty thick-headed not to understand that the press is the best and cheapest medium to communicate with the public. Businessmen in general do not appreciate the system of newspaper advertising. It’s the surest way to success.”

P. T. Barnum.

“You can have the most wonderful product in the world, but if people don’t know about it, it’s not going to be worth much. There are singers in the world with voices as good as Frank Sinatra’s, but they’re singing in their garages because no-one has ever heard of them. You need to generate interest, and you need to create excitement.”

Donald Trump, American real estate tycoon.

He who whispers down the well,
About the goods he has to sell,
Will never make the shining dollars,
As he who climbs a tree and hollers.

Anonymous.

Advertising: Classified v Display

All advertisements must follow the general AIDA principle. They must attract **attention**, generate and retain **interest**, create **desire**, and stimulate **action**.

The following main points will help you decide between classified and display advertising:

- Classified ads are usually cheaper and excellent for generating enquiries. Many successful classified advertisers use the two-stage enquiry method, allowing the customer to obtain further information before placing an order. A major benefit for dealers is the chance to build a useful mailing list for future promotions.
- Display advertising is best for selling straight from the page. Readers are more likely to trust their money to someone who has paid for a larger advertisement than someone whose advertisement occupies a tiny space among so many competing entries. Classified advertising is rarely effective for selling off the page except for very low cost items, commonly £10 or less.
- Classified advertising can be used to test interest in your product before venturing into more costly display advertising.
- Classifieds can be used to test and compare advertising sources.
- Classified advertising is generally unsuitable for anything that requires a lot of 'telling' to accomplish the task of selling. Too much grey matter in classifieds is boring and readers can lose interest midway. If it can't be said in a few words, try display advertising instead. These illustrations emphasise the point:

Too Much Grey

Start Your Own Profitable Travel Company

No capital required. From your own home or shop just a telephone is enough to make sky high profits. Our unique manual is a complete step-by-step guide to becoming a highly profitable travel agent overnight. It includes the following and more!

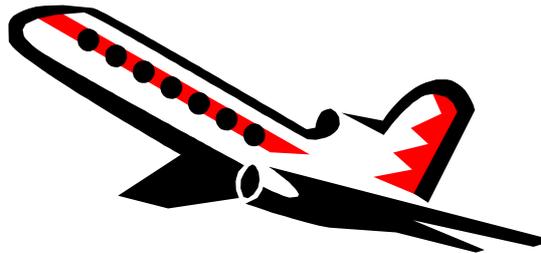
- Actual names and numbers of hundreds of airline secret consolidators who can offer tickets up to 75% off normal fares. Even high street travel agents do not know all of these contacts
- How and where to buy First and Club Class up to 75% off.
- No bonding or licences required.
- Secret sources of charter seats.
- Sources of travel insurance and car rental wholesalers making you further profits.
- Guidance to creative and cost effective advertising.

Now celebrating our tenth year in the travel business, both selling direct to tourists and travellers as well as helping others enter this uniquely profitable business, we warmly recommend the travel business to anyone keen to operate a small venture from home or from a small unit in the high street or booth in other companies' premises. It's one of few business that can be started on a shoestring by almost anyone, even without starting capital, experience or qualifications. It can be operated full-time, or part-time, even in your spare time and still generate amazing income. ETC., ETC.

There is still a lot more to tell the reader who has probably already lost interest. Now let us look at a display advertisement used to sell the same product, a business guide to starting your own travel agency.

A Better Alternative

**START YOUR OWN
PROFITABLE
TRAVEL COMPANY**



No Capital Required

From your own home, office or shop. A few hours a day and a telephone is all you need to make sky high profits.

Our unique manual is a complete step-by-step guide to becoming a highly profitable travel agent overnight.

It includes the following and more:

- Actual names and numbers of hundreds of airline secret consolidators who can offer tickets up to 75% off normal fares. Even high street travel agents do not know all of these contacts.
- How and where to buy First Class and Club Class up to 75% off.
- No bonding or licences required.
- Secret source of charter seats.

ETC., ETC.

- For classified advertisements, the words themselves must do the job of selling. Sometimes a maximum word count is set and every word must pay its way. Conversely, display advertising allows a variety of other techniques to be used to attract and retain reader interest. Based on what they say about a picture being worth ten thousand words, it follows that, if the design, style or appearance of your product is important to the potential customer, display advertising is usually best. If the product markets well 'sight unseen', classified ads might be appropriate.
- Classified ads. usually focus on a single offer. Display advertisements can include several offers, or an invitation to send for further information, catalogue, samples, and so on.

Advertorial/Editorial

These are so-called because they are written in informal, 'newsy' style, and can even appear to be written by publication staff. Although the advertisement is frequently sectioned off from genuine editorial and sometimes will be headed 'advertisement', there's no doubt that these can be viewed by readers as part of the publication, thereby increasing credibility for your promotions.

Here is a recent example:

Earn £150 in Ten Minutes

Veronica Smallwood is a highly-paid freelance writer. She has now written a unique guide that sets out - in crystal clear fashion - *exactly* how anyone who enjoys writing can earn £150 for just 10 minutes work.

Do not be put off if you have not *yet* been paid for your writing. By following Veronica's expert guidance, *you* will soon be receiving payment cheques on a regular basis.

This new guide **Writing Short Paragraphs for Profit and Pleasure** contains all the information you need to attract handsome publication fees, just as Veronica does.

She guarantees that you will quickly succeed without any need whatsoever to 'learn to write'.

In a matter of minutes a day, you can generate a substantial extra income.
ETC., ETC.,

Another definition for editorial is where a publication makes reference to a product featured elsewhere in the publication. The term also applies where magazines offer to include short write-ups about products in an edition where they are advertised. Whatever form it takes, editorial can be very effective, based on the theory that what others say about you, especially editors with reputations and readers to keep, is more powerful and believable than what you yourself have to say.

Selling Off-The-Page

When advertising your goods and services by this method, you are attempting to solicit a sale as a direct result of the information provided. You will usually need to take quite a bit of space if you are to interest the reader enough to make him reach for a pen and envelope to place an order. ‘The more you tell, the more you sell’ is a maxim often quoted in mail order, and is of equal importance to this method of advertising as to the direct mail method to which it is more usually applied.

Two-Stage, Enquiry Method

Here you give just basic details in your advertisement. In that advertisement, the reader, if sufficiently interested in what you have to offer, is invited to find out more by writing or telephoning for further information. When the reader’s request for more information is received, you normally send a sales circular with covering letter; sometimes several sales circulars including offers of related products and services. One big advantage of this method of advertising is that of allowing you to inform the potential customer of many other offers, now and in the future. When deciding to promote your offer this way, a great many factors will determine the success, or otherwise, of your campaign. Of necessity, you will have to test the medium itself, as well as your advertising. It’s time consuming and expensive, but it works.

Ironically, the best place to advertise is alongside your competitors, particularly those with more experience than you. If they have advertised in a particular publication for a fair length of time, then it’s a reasonable assumption that the medium is suitable for both of you.

If none of your competitors advertise in one particular publication, don’t fall immediately to the beginner’s assumption that they don’t know of its existence or else they haven’t realized how good a place this is to advertise. This will almost certainly not be so, but by all means try a few test advertisements. There is always the odd chance that sufficient dissimilarity in either product or advertising might attract a few orders that eluded your competitors.

Think what size advertisement to book. Does the potential appeal of product or service warrant a large advertisement? Does it offer enough profit to warrant splashing out on a large advertisement even if only a few orders are received?

By testing advertisements you will also discover whether particular days of the week, or months of the year, are more favorable to your product or service. Some items sell far better towards the end of the week, as is often so for business and self-employment publications, which happen to generate a far better rate of response if posted as close to pay day as possible.

AIDA

AIDA is the acronym for the perfect pattern which all good advertisements should follow. All advertisements should:

Attract **Attention**
Arouse **Interest**
Create **Desire**
Initiate **Action**

Any advertisement that does its job effectively will attract reader attention, often from a mass of nearby advertisements. Often it is the headline or a well-placed graphic that accomplishes the task of arousing attention. Interest is also created by the headline, but interest must also be maintained and if possible increased by words used in the text.

Desire is created primarily by words and phrases used. Play to man's basic instincts; show how your product or service can fulfill the reader's needs and ambitions, and a sale is virtually certain. Which brings us to the action component of the AIDA formula.

Getting the reader to act is accomplished by a variety of techniques including: making the job easy (enclose return envelope; provide tear-off order form, and so on), giving a guarantee, and perhaps offer a telephone number for more skeptical readers to use.

Writing Winning Headlines

Mail order is a learning business, one that takes time to establish and must be planned and operated with care; in the beginning when the going is hardest, and in later days, even, or particularly, when business is booming.

And although certain factors almost guarantee success in mail order, there is one that shines above all others. You can have the most wonderful goods to offer, even unique goods with unlimited demand. Your prices might be low enough to attract millions of customers worldwide and bring very good profits to you. You might have goods customers will return for time and time again; goods they will recommend their friends, relatives and acquaintances to buy - from you. But one thing above all others is certain; if you don't advertise your goods, you won't sell them. Stating the obvious?

Well, yes, perhaps it is, and yet the fact remains that ineffective advertising is the one main factor in determining the downfall of otherwise superbly profitable mail order ventures. That is a fact! Not recessions; not changes in consumer patterns; not rise and fall in the value of the pound against this or that other currency. None of these things. Advertising is the one thing you have to get right to succeed in mail order.

Without effective advertising, your mail order business is over long before it gets off the ground. Advertising, quite obviously, is your shop window, the means by which you make the public aware of your products. Bad advertising arguably beats no advertising at all, but bad advertising, whilst possibly resulting in one or two sales, will almost certainly find you paying out more than you will ever receive in orders.

Success in mail order depends on continuous effective advertising, which in itself means producing, analyzing and continuously testing your advertising copy; reviewing it as times, consumer tastes, markets and other factors change, and more.

A Selection of All-Time Winning Headlines

Marketing gurus take great pains to study other people's winning headlines, looking at layout and design as well as noticing what words the copywriter considers have the most impact. This selection of all-time greats will help you understand what makes a winning headline:

THE SECRETS OF MAKING PEOPLE LIKE YOU

(A huge business was established on this one headline alone)

A LITTLE MISTAKE THAT COST A FARMER \$3,000 A YEAR

(It seems the prospect of preventing loss has greater appeal than promising gain. People fight harder to keep something they already have than to obtain new wealth)

HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

(Millions of copies of the book with the same title sold under this headline. 'How to' is a powerful phrase in most advertisements and virtually everyone wants to have friends and be liked)

YOU CAN LAUGH AT MONEY WORRIES - IF YOU FOLLOW THIS SIMPLE PLAN

(Most people have money worries of some kind or another, so the headline targets a huge audience)

WHICH OF THESE \$2.50 TO \$5 BEST SELLERS DO YOU WANT - FOR ONLY \$1 EACH?

(Under this headline, the ad. sold thousands of books.
For readers seeking a bargain it's hard to beat)

DISCOVER THE FORTUNE THAT LIES HIDDEN IN YOUR SALARY

(Another headline guaranteed to arouse curiosity as readers strive to discover what the 'fortune' is that lies 'hidden' in their pockets)

HOW I MADE A FORTUNE WITH A 'FOOL IDEA'

(Everyone has had ideas that other people have thought funny, even stupid. So, the very thought that those ideas could be worth a fortune is bound to compel people to keep on reading)

THOUSANDS HAVE THE PRICELESS GIFT - BUT NEVER DISCOVER IT!

(Priceless 'promises' wealth and the fact that 'thousands of people' have this gift means it could apply to virtually anyone. Readers are bound to read on to satisfy their curiosity)

161 NEW WAYS TO A MAN'S HEART - IN THIS FASCINATING BOOK FOR COOKS

(Highly specific ads., like this one, invariably work. The desire to be loved is common to most people, so again the headline offers huge market coverage)

Writing Headlines That Increase Response

Whether it's a headline for your published display or classified ad., or one for a circular comprising part of a direct mail package, this essential component is likely to be the one thing that either makes or breaks your chances of a sale! It's as important as that. It plays a lead role in the AIDA principle. It ATTRACTS the prospect to what you offer. The headline, much revered by media journalists, is that piece of copy which draws the eyes of the readership like a moth to a flame.

If the reader isn't drawn to your headline, then the rest of your copy might just as well be written in code - it will go unread - and all for the sake of making sure the words of your headline contain enough impact to make the reader want to digest the words of your message, in their entirety.

Look at a copy of any popular newspaper. Turn the pages. What draws you most to a particular spot on any page? Unless there is a photograph or clever cartoon, or some other 'magnetic' form of graphics, then the answer is almost certainly 'the headline'.

Why? Usually because it's printed in big bold letters; sometimes because it accompanies a photograph which captivates the imagination; sometimes because it incorporates a clever play on words, often one that makes the reader smile long before they have the slightest idea of what news will follow.

The principles of writing headlines for advertising are no different to that for the world's top journalists creating headlines for newspapers and magazines. Catch the eye with a few well-chosen words and the reader will continue reading until the very last word has been safely digested. Other techniques cherished by journalists the world over will help you keep the potential customer reading on. We will investigate these in detail a little later on. For now, let us take a closer look at what factors go into an effective headline.

Make It Clear

Even if you use a play on words, it is essential that the message conveyed is still clear enough for the reader to understand. It goes without saying that if you have a very amusing headline in mind for use in a circular promoting business opportunities, that very same headline will be useless when used in an advertisement promoting bargain holidays. It **can** be funny but it **must** be relevant.

Try To Make Your Headline Amusing

If, like the accomplished journalist, you can inject a little humor into your headline, then so much the better your chances of attracting and retaining readers' attention.

Unfortunately, humor for one person is deadpan to another. What you find funny, the reader might not even understand, and you risk losing him along the way.

Humor should be confined to such as double meaning words and phrases, neat succinct play on words, puns, and so on. For instance, in one of today's popular advertisements, aimed at inducing readers to eat less fatty meat, the picture shows a surgeon removing fat from what appears to be a pork chop.

The headline reads 'The One Operation that Could Save Your Life'. The word 'Operation' obviously has double meaning; in one sense it has a medical connotation, in the other it simply means a procedure of some kind. If you are really serious about writing great headlines, then analyze the advertisements in top newspapers and glossy magazines. Make a note of headlines that attract you, particularly if they include double-meaning words, puns, and homonyms (these are words that have the same sound but in fact have no relationship to one another, as opposed to the double meaning word which looks the same but has two distinct meanings).

But let's not dwell too long on what is a double-meaning word, homonym, pun or whatever, since there are some very good books to guide the really keen advertiser through the maze. Instead we'll use examples to illustrate our point, featuring some of the better advertising slogans of recent years:

Players Please

'Please' is a double meaning word signifying both satisfaction and being also a term of politeness.

No RUST for the Wary

A slogan used by a rustproofing firm, showing an effective play on words from the original 'No REST for the WEARY'.

Never Say DIE, Say Ardox

Used by a firm promoting color dyes, the word 'die' is a homonym of the word 'dye'.

Don't Be Too Clever

In being too clever we risk losing the reader. The potential customer is not interested in you or your ability to turn a phrase. If he needs a dictionary to decipher the words of your headline, you have lost the prospect, and that is what you deserve!

The good advertiser keeps customers in mind at all times and tries never to confuse them. Some customers will understand anything you care to write, for there will always be someone much brighter than you. So a few simple rules to bear in mind include:

- **Avoid long complicated words**
- **Avoid words not used in everyday speech**
- **Avoid high-tech words and phrases the layman may not understand**

Be As Brief As Possible

Again, taking newspaper headlines as our guide, generally the shorter headlines tend to be the most powerful and have the most magnetic effect.

This isn't always so, however, but if you can get your message across in just a few words, then don't be tempted to waffle, or try to include just one more point of benefit to the potential customer. Save it for the text.

Remember, you don't have to tell it all in the headline, this is primarily to attract your reader; afterwards you tell him what you want him to know through well-chosen words and graphics.

Make It Believable

If you can, use real facts and figures in your headline. Only use facts and figures you can substantiate should the need arise. So if, for instance, you opt for something similar to the now much plagiarized headline '9 out of 10 prefer', make sure you can prove this 'fact'. It wouldn't be the first time a competitor asked another to prove a statement made in an advertising campaign. Don't go overboard with your headline by inferring that your product or whatever can work miracles. Without it, repeat custom on which the mail order dealer depends is almost certainly forfeited, and all for the sake of one advertisement that falls short of its promises.

Be Wary Of Adjectives

Adjectives slow down the pace of the ad. and should be avoided where possible. Good advertising, like good writing, should draw the reader in at the beginning, and not let go until that very last word has been read. Nothing should distract the reader, nothing should allow him to lose concentration and move on to something else. At the end of the advertisement that reader must want - indeed need - to know more. And that task can only be accomplished by placing an order. Mission accomplished!

A Few Tricks Of The Trade

- Look at your competitors' headlines. Is there anything you can learn from them? It's not breaching copyright simply to admire an idea and subsequently amend it to use in your own headline. Remember, in the body of your advertisement, to list benefits to the consumer, not attributes of the product itself. The customer is not generally interested merely in features of the product, but rather in what he stands to gain from buying it. The customer is looking for a promise: a great headline is all promise, as were the following two headlines for business manuals, the first about running a curriculum vitae service, the second for a manual telling how to write readers' letters for often massive rewards from newspaper and magazine editors:

Two Pages Can Earn You £25

Make £150 in Ten Minutes

You'd have to buy those two manuals, wouldn't you, just to see how one can earn such handsome rewards for what seems very little effort?

- Play to reader curiosity in your headline by making it different, interesting and making the reader need to know more. Here are some examples of recent advertisements designed to excite curiosity

Pest Off!

(Pest control devices)

How To Talk To Your Cat

(A book revealing little known facts about domestic cats)

CRIME PAYS

Who Says Crime Doesn't Pay?

(For a media appeal for agents to sell security products)

Highly Profitable

(Business opportunity: Note the '£' used to attract attention, generate interest and create desire)

- Include words and phrases known to have a powerful effect on readers. They include:

Amazing, Announcing, Bargain, Breathtaking, Claim Your, Discount, Don't, Easy, Exclusive, Free, Guaranteed, How to, Hurry, Learn, Make Money, Money Off, New, Now, Power, Quick, Save, Secrets, Special Offer, Success, The Best, Unique, Unrepeatable.

- Be specific. Instead of saying 'Lots of people bought from us last year', say '194,000 bought X (product) in 2001'.

Ranking Headlines and Benefits

Here's a technique I used for many years when deciding which of my tiebreakers to enter in competitions and which is also great at taking the guesswork out of which headline to test first. Where your product has several benefits, try comparing each one against every other benefit by allocating letters to each, for example: A, B, C, down to however many benefits you have. Assuming you have six benefits, A, B, C, D, E and F, draw up a table.

Like so:

A/B	A/C	A/D	A/E	A/F
	B/C	B/D	B/E	B/F
		C/D	C/E	C/F
			D/E	D/F
				E/F

It will be seen that every benefit is ranked alongside every other, enabling you to compare each group in isolation. Go through the table circling, underlining or highlighting the most important benefit in each pair, for example:

<u>A</u> /B	<u>A</u> /C	<u>A</u> /D	<u>A</u> /E	A/ <u>F</u>
	<u>B</u> /C	<u>B</u> /D	<u>B</u> /E	B/ <u>F</u>
		<u>C</u> /D	<u>C</u> /E	C/ <u>F</u>
			<u>D</u> /E	D/ <u>F</u>
				E/ <u>F</u>

Now count up how many times each feature is underlined as ranking higher than its partner, in this case:

A - 4

B - 3

C - 1

D - 2

E - 0

F - 5

Following on, the feature with the highest score, in this case F, heads your list, followed by the others in order of priority: A, B, D, C, E.

Few complications will exist in practice, except that sometimes two or more letters will score equally, in which case priority is given to that which scored higher than its partner in the pairing exercise.

Testing Headlines

Headlines can be tested just like any other feature of an advertising campaign. The secret is to run several advertisements where only the headline differs, and to keep playing around with the headline until you achieve your optimum response rate. Different headlines can be tested in the same publication at the same time, as where a magazine or newspaper with a 100,000 circulation allows you to test one headline in a 50,000 print run against another in a separate similar size print run.

Creating Body Text

Display advertisements and promotional circulars follow a basically similar pattern in terms of layout and information content and several common rules apply.

- If possible try to get the reader straight into what you are offering or proposing, by using short crisp sentences at the very beginning of your advertisement.
- If your headline has attracted the reader, another compact group of words could well grab hold of the reader and maintain his attention until the very last word is reached and the prospect is reaching out for cheque book and pen to place an order.
- Your opening sentence can be a question, for example: 'Want to make £30,000 in your spare time this year?' It may instead be designed to shock the reader: 'Every day someone stumbles on an idea that will make him millions'.

Throughout your advertisement, it goes without saying you should always talk sense, and not leave your reader wondering what on earth you were saying.

- Use everyday words and short sentences. Try to maintain the flow by not allowing your thoughts to wander, and by avoiding elusive words. Remember anything that trips up the reader mid-flow is an easy way to lose an order. Lead the prospect gently through the advertisement, through the section that tells what benefits the product offers, and on to that very last section where you ask for the order.
- Keep paragraphs short. Too much 'grey' matter deters the 'roving' reader. It looks 'off putting', even though the exact words have yet to be read. If you wish to emphasize a particular paragraph, or highlight a group of paragraphs each of which details a benefit to the customer, then each one can be numbered or asterisked, as in the following examples:

- **From the best store in Brooklyn**
- **Delivered straight to your door**

Anything that makes the reader's job just a little bit easier gets you that much nearer to an order.

Words and Phrases with ‘Pulling’ Power

Certain words and phrases are known to increase interest. Some have a great psychological influence on the mind of the prospective customer; where possible the advertiser is advised to include at least a few in the body of his text. For obvious reasons, you will make your advertisement less than believable if you include more than a few well-chosen influential words, so choose yours with care.

Introducing	Unrepeatable Offer
Announcing	Offer Closes On
New	Save Pounds
Just Released	Secret
Exclusive	Challenge
Special Offer	Breakthrough
Free	Guarantee
Unique	Direct from the Makers
For the First Time	A Major Step Forward In
Never Before	Money Off
Bargain	Economy
For a Limited Time Only	

Link Phrases

Link phrases lead the reader from one sentence to the next. Skillfully used, these phrases can grip the readers’ attention from beginning to end. Abrupt beginnings to sentences and paragraphs can easily lose your reader as he takes time to readjust to your change in direction.

And of Course	More Interesting Still
At the Same Time	Just as Important
You Already Know	But
For Example	That’s Only Part of It
Even So	Not to Mention
This Includes	Because
Naturally	Did you Realize?
Not Only	You See
When All’s Said and Done	After All
Just As	So
It’s As If	Moreover
There’s More Yet	As We Said at the Start
We Couldn’t End Without	Two Final Points

Advertising Checklist

The following advertising checklist will help keep you on track towards writing great ads:

- **Start with a Bang**
- **Don’t Repeat Points of Minor Interest**

- **Try to Say Something Different Using Headlines and Pictures**
 - **Use Short Sentences and Paragraphs**
 - **Be Reasonable**
 - **Have a Clear Train of Thought**
 - **Use Facts and Figures**
 - **Be Enthusiastic, Lively, Colloquial**
 - **Don't leave the Reader Wondering What to Do Next**

How Advertisements are Read

The reader's eye goes first to pictures and graphics used in the advertisement. Then it transfers to the headline; the more catchy, the more impact it will have. From there it drops to, usually, the lower right-hand corner, to find out who the promoter is. Finally, it travels to any caption there might be accompanying an illustration.

How to Make the Eye Journey Easier

As always, speed is of the essence in mail order, and we are allowed a very short period of time in which to make our sale. We must try to make the eye journey as smooth as possible, and to take the reader gently and quickly through the text. From that first spark of interest in your offer, you have a very short time to achieve a sale before interest wanes and the circular is consigned to the rubbish bin.

Various techniques assist you. They include using sub-headings to break up potentially heavy sections of grey matter which might tempt the reader to stop reading. A line drawing used to break up too much heavy text accomplishes the same result.

Key Points About Layout

- Reverse text (white print on black), far from attracting readers to your advertisement, generally has an off-putting effect and should be avoided.
- Don't make text too small and don't try to pack too much into a tiny space. Readers won't work hard at reading your ad. They'll just give up and look somewhere else. It is a good idea to use the same typeface and typesize as the newspaper you are advertising in.
- Capital letters are also off-putting to readers.

This is why:

BOOST YOUR INCOME

PROGRESSIVE COMPANY REQUIRES OUTWORKERS TO UNDERTAKE SIMPLE PIECEWORK FROM HOME. WE ARE AN ESTABLISHED COMPANY PRODUCING NOVELTY AND CRAFTWORK ITEMS WHOSE PRODUCTS ARE SOLD THROUGHOUT THE WORLD BY MAIL ORDER AND PARTY PLAN. WE NEED OUTWORKERS TO COPE WITH INCREASED DEMAND FOR OUR PRODUCTS IN BRITAIN AND OVERSEAS. OUTWORKERS ARE REQUIRED ON A 'BUY-BACK BASIS' WITH FULL TRAINING PROVIDED BY THE COMPANY.

A FULL START-UP PACKAGE IS AVAILABLE FROM US FOR JUST£14.95 AND INCLUDES TRAINING MANUAL, STARTING MATERIALS, BUY-BACK RATES, EVEN ADVICE FOR STARTING YOUR OWN BUSINESS MAKING NOVELTY AND CRAFTWORK ITEMS. IF YOU HAVE TRIED UNSUCCESSFULLY TO FIND HOMEWORK, YOU WILL BE PLEASED TO HEAR WHAT OTHER PEOPLE SAY ABOUT THIS OPPORTUNITY. LIKE JOAN FRY OF BRISTOL, FOR INSTANCE, WHO HAS BEEN WITH OUR COMPANY FOR OVER TEN YEARS, AND SAYS: 'I JOINED XYZ IN JANUARY 1993 MAINLY BECAUSE I HAD A YOUNG FAMILY AND NEEDED TO EARN SOME EXTRA MONEY FROM HOME. I STARTED BY MAKING CHRISTMAS CRACKERS AND CHRISTMAS TREE ORNAMENTS. I COULD ONLY MANAGE THREE HOURS A DAY BUT FOUND I WAS MAKING UP TO £300 A WEEK, SOMETIMES MORE'.

Common Advertising/Printing Terms

Advertising: Paid for announcement about goods and services for sale.

AIDA: Acronym for advertising formula: **A**tttract - **I**nterest - **D**esire - **A**ction

Artwork: A general term indicating the output of a studio - graphics, illustrations, etc. (See also 'Camera Ready')

Audit Bureau of Circulations (ABC): Independent organisation which provides certificated evidence of the paid circulation of publications in the UK. This provides a valuable yardstick for advertisers and is usually more reliable than what publishers say about their own circulation rate.

Bleed: An extension of the print area to the edge of the page and beyond, where the excess will be trimmed off, hence 'bleed off'.

Bounce Back (Sometimes 'back end'): Sales made to a customer after the initial purchase.

BRAD: The British Rate and Data. A publication highlighting advertising facts and figures and providing invaluable information about the media and other matters of interest to advertisers.

Buying Space: Display - and some semi-display - advertisements are measured either by fractions of a page - half-page, quarter page - or by column centimetres. Space is sold by standard units, hence the term 'buying space'.

Camera Ready: Artwork or advertisement, etc., which is laid out and pasted up ready for the camera. In everyday terms this means an advertisement which will appear in your target publication as an exact replica of that provided by you.

Circulation Figures: The total circulation of a particular publication within a given area. Circulation usually refers to copies distributed. 'Readership', on the other hand, is a term often used by the media to 'boost' that figure, sometimes dramatically. Readership is an estimation of the number of people who might read or refer to the publication, for example: family members, workmates and colleagues of the original purchaser, library users, etc.

Classified Advertisement: A short advertisement inserted according to classification or category. Classified advertisements are sometimes referred to as 'lineage'. Usually 20 to 30 words long. 'Display Classified' is a common term indicating the use of some of the techniques of display advertising: impact lines, emboldened text, centring, boxes, and so on. Most newspapers and other advertising publications have a classified section where lineage/classified advertisements are grouped together.

Column Inch: Used in the newspaper industry to indicate advertising space one column wide by one inch deep. Also 'column centimetre', etc.

Consumer: Purchaser of consumer goods and services for immediate use or consumption

Controlled Circulation Journal: Publication that is financed entirely from advertising revenue, and sent free of charge to readers who are potential purchasers of the advertisers' products or services.

Copy: The wording of the advertisement.

Copy Date: This is the date by which a publisher must have camera ready artwork available ready for printing. It is *not* the date by which the rough layout for your advertisement must be received.

Copywriter: A writer or advertising specialist who supplies written material for advertisements, mailings, sales letters, circulars, and so on.

Cost Per Thousand: This is the cost of reaching 1,000 readers in your target publication and is a useful way for analysing advertising expenditure. Most important of all, however, it isn't readership as such you are trying to reach, but people who are actually interested in your offer, namely your audience. Consequently, it is better to pay more to reach an audience comprising 1,000 in a small niche interest magazine, than to reach 20,000 readers of a major international publication, only 1% of whom have a remote interest in your product.

Customer Profile: Information about a customer, including age, sex, location, income, interests, etc.

Cut-off Date: Last date for receipt of advertisements or final date of special offer.

Demographics: Socio-economic characteristics of customers including: sex, age, location, status, profession, income, etc.

Direct Response: Advertising or other form of promotion that aims to achieve a direct response from the reader or recipient, e.g. direct mail or an advertisement that incorporates an order form.

Display Advertisement: Uses various display techniques to increase impact, including: graphics, imaginative typesetting, cartoons, fonts, headlines, boxes, photographs, testimonials, etc. Display advertisements can be as large, or as small, as the client wishes, and usually the advertiser may choose the spot where his promotion will appear.

Editorial: Information inserted by the editor. Advertising editorial includes write-ups, references, and sometimes recommendations made to readers via letters and problems pages.

Headline: The opening line or first few words of an advertisement.

Key: Some code included by the advertiser to identify the source of enquiries and analyse the response to advertisements.

Landscape: Illustration in which the width exceeds the height, as opposed to 'portrait' where height is longer.

Layout: Drawing or sketch showing the relative position of illustrations, headlines, and copy on a printed piece: circulars, advertisements, etc.

Linework: All type, lines, borders, etc., that make up the finished design.

Lower Case: Small letters as opposed to CAPITALS, the latter being 'Upper Case'.

Mail Order Protection Scheme (MOPS): The scheme aims to protect the interests of people who respond to newspaper and magazine advertisements where payment in advance is requested. MOPS does not generally include classified advertising or sales generated by two-stage or enquiry methods. Nevertheless some firms use MOPS standards as a guideline for all advertising. Membership is very selective and exacting standards must be met. Each of the following publishers' associations runs its own MOPS scheme:

Newspaper Publishers' Association, 16 Took's Court, London, EC4A 1LB

Newspaper Society, Whitefriars House, Carmelite Street, London, EC4Y OBL

Periodical Publishers' Association, Imperial House, 15-19 Kingsway, London, WC2B 6UN

Scottish Daily Newspaper Society, Merchants House Building, 30 George Square, Glasgow, G2 1EG

Scottish Newspaper Proprietors' Association, Edinburgh House, 3-11 North Saint Andrew Street, Edinburgh, EH2 1JU

Market: Number of customers or potential customers sharing one or more easily identifiable and recognisable characteristics, such as geographic location, income level, buying habits, taste.

Market Assessment: Identifying and evaluating all the relevant factors which influence a company's current or potential market. The process of market assessment involves: identifying the market and the characteristics of buyers, users and distributors; establishing the overall market structure and size; identifying the external factors that could affect market size and the competitive situation, these factors including competitors' activities, economic trends and government policies and legislation; and establishing the company's and its competitors' existing and potential shares of the market.

Market Demand: The market demand for a product is the total value of a product that would be bought by a defined customer group in a defined geographical area in a specific period.

Market Intelligence: Knowledge of what is happening in the market place.

Market Leader: Company which has the largest share in a market for particular goods and services.

Market Research: Process of identifying and assessing the markets for existing or proposed products and/or services, including the buying behaviour and lifestyle of customers. Statistical techniques are often used, and the purpose is to assess not only the size of the markets, but such factors as the value prospective purchasers put on the product or service and, therefore, the price that can be asked for it.

Market Segmentation: Analysis of the purchasers in a market by reference to such characteristics as buying behaviour, need patterns, socio-economic status or age in order to divide the market into sectors or segments in each of which the customers are of a similar nature and are influenced by similar buying motives. Marketing effort can then be directed more specifically to defined segments.

Market Strategy: Overall plan for maximising impact on the market. It consists of broad decisions on target markets, product positioning, the marketing mix and marketing expenditure levels.

Offset Litho: The most widely used method of printing today where a thin sheet of metal plate is photochemically prepared from your artwork or text via a process camera.

Paste Up: The process of assembling all the artwork elements of the page - text, headings, illustrations, borders and rulings.

Portrait: Illustration where the height exceeds the width.

Print Size: The measure of type size. 72 points make 1 inch, so 6 point type is 1/12 inch high, and so on.

Prospects: Targets recognised as potential buyers for a product or service.

Readers' Reply Service: Used to generate enquiries. A pre-paid card is bound into the publication, usually at the back. Readers simply tick as many numbered sections as they want information about. Details are then collated by staff at the magazine and details of enquirers back to advertisers. Delays can be lengthy but these should always be seen as 'hot' prospects and treated as urgent.

Reverse Type: Type which is reversed out, and typically featuring white lettering on a black background.

Split-Run Mailing: Also known as split-test mailing. When two or more samples from the same list, each considered representative, are used to test either the mailing list or the mailing pack.

Target Audience: Defined group of prospects, ideally suited to your product or service.

Test Marketing: Launch of a new product in a limited area and in a manner designed to check its commercial viability without cost or risk of a full-scale marketing operation.

Testimonial: An endorsement provided by an existing customer or recognised authority, testifying to the suitability of a product or service. A testimonial can be one of the most powerful sales tools of all.

Uplift: Increase in response.

Upper Case: CAPITALS as opposed to small letters, the latter referred to as 'lower case'.

USP: Unique Selling Point/Proposition. A product's best selling point. The USP sets your product or service apart from its competitors in your prospect's mind.