



*Exclusive insights from Australia's  
"results guaranteed" copywriter, Brett McFall*

# Sensational ads set to dominate and profit... PLUS the 5 BIG reasons why people won't buy from you and what you can do about it NOW

### Inside this issue:

- ♦ **How an 'average' Yellow Pages ad was turned into a blockbuster**
- ♦ **How a puppeteer is going to pick and choose the jobs he wants**
- ♦ **How one of your fellow subscribers is using what he learns in these pages to write great ads, and**
- ♦ **"The 5 Fears" - why they're holding you back from big profits**

Dear Friend,

It sounds as if you're getting good mileage from the ad-examples I've been including lately. Feedback tells me that they're helping the principles sink in very well. And that makes me happy. Remember, no matter what example I give you or show you, there is ALWAYS something you can take from it. It might be a headline ... it might be an offer ... or just the wording, which you can adapt and use for your own profit.

Because you see, if you only spend your time looking at ads within your industry then you'll only ever make small improvements. Just improving ever so slightly on what your competitors are doing. When what you really need is a massive and dramatic change that makes you stand out from the crowd. That's when you really experience gigantic increases in profit.

By the way, do you like the new look of the newsletter? I thought it was time for a bit of a change, didn't you? And since it's Spring, well you know, good excuse for a bit of a clean up.

Anyways (I notice that's how New Yorkers say "anyway"- perhaps I'm watching too much "NYPD Blue" on TV. Whatever), I've got some

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great ad-examples for you in this issue. And I mean ads that you can just model as “templates.” Not for the word-for-word content. You need to see the ad for what it really is. A powerful system that you can model for your own use. Truly, if you want to get the most from these ad-examples, then here’s what you should do:

- Grab a pen and paper, or just use your PC, and write your ad while looking at the examples I give you.
- As you write, follow the ad word by word, but take out the ones that don’t apply to you, replacing them with words or benefits that do
- If you’ll just do this, you’ll end up with an ad that’s 70% written, yet you will have used very little of that big lump of tissue upstairs—your brain. Sounds good to me.

For instance, what can you apply from an ad that I recently wrote for Mike Harris of Motorcycle City in New Zealand. He needed a Yellow Pages ad that made his business dominate. Now before we get into my ad, here’s what his original ad looked like:

## The Motorcycle City

- 100+ Bikes in stock - affordable, serviced & guaranteed
- Huge range of 250’s - Learn To Ride/Licences Made Easy
- Massive range of latest style Bike Gear & Leatherwear
- Hire-A-Bike & Hire-A-Harley ... PLUS WOFs & servicing
- Best priced tyres, batteries, chains, helmets & luggage
- Open 8am till 5.30pm weekdays & 9am till 2pm Saturday

PH 04 566 0729  
412 High St  
LOWER HUTT

Email: [motorcycles@clear.net.nz](mailto:motorcycles@clear.net.nz)  
Web: [www.motorcyclecity.net.nz](http://www.motorcyclecity.net.nz)

Now tell me:

### **Can you see some things that are holding this ad back?**

It’s not a bad ad. But probably the biggest thing holding it back is ... it doesn’t look or feel much different than any other motorbike ad in the Yellow Pages.

You gotta’ remember that when people turn to the Yellow Pages, they have

already made the decision to BUY. They’re simply looking for somewhere to spend their money. And of course, before they spend their money, most people like to get quotes. Just to make sure they get the best price.

I don’t know about you, but I rarely get many quotes on things, unless it’s something where I know prices vary a great deal. But if I do, then after getting 3 quotes from different suppliers, I very rarely ring anyone else. 3 is about my limit. And I’m willing to guess that most people are the same, give or take 1 or 2.

So when it comes to Yellow Pages advertising, my job is to make ABSOLUTELY CERTAIN that my client’s ad is one of the first 3 chosen. That’s it’s only purpose. To get you to call it first. Now, you can’t obviously see the rest of the ads which appeared on the page next to this ad. But let me assure you that there’s another 4 which don’t look much different than this. Chances are you’ll find the same in your industry. Remarkably, us humans tend to copy each other, even when we don’t want to. And 90% of Yellow Pages ads are simply business cards on yellow paper. With some business owners using “different colours” from their competitors. Ooooh ... soooo daring.

Forget the colours, here’s how to get massive impact (*mind you, Mike Harris was so excited that he also decided to increase the size of the ad. So that helps too*). Check out the ad...

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There. What do you think? Just check out the headline for starters.

### **“9 Compelling Reasons Why You MUST Call Us First For Your Motorcycle”**

Do you think it would be easy to ignore this ad? This headline is good because it greets the prospect head-on, shakes their hand and says ... *“I know what sort of frame of mind you’re in right now, so let me make everything much simpler for you.”* And blows every other ad off the page.

Does that make sense? See, because we know what the customer is doing (*searching for somewhere to spend their cash, like a plane looking for an airstrip to land on*), we can flag them down and say...

**“Oi! Over here! We’ve got the smoothest, straightest landing strip in town!”**

And the majority of people say *“Thank you very much. Let me tell you what I’m after.”* We could have also achieved the same thing with a headline like:

**“WARNING: Don’t call any motorbike shop until you read this...”**

How easy was that? Different headline, but it forces you to do exactly the same thing - READ THE AD. You know, if you take nothing else away from this issue today, please remember those 2 headlines. Write them down somewhere now. And use them in your business. They are simply killer templates for headlines which will make sure your ad gets read.

Now, the good thing about this ad is that its power doesn’t end there. It sells ... and sells ... and sells. With points like “We’re the ONLY bike shop in town that personally hand-picks our bikes from Japan.” Goodness me, was that just a USP (Unique Selling Proposition)? They also offer the biggest selection. Free lifetime warranty. Benefit after powerful benefit.

And looky here ... there’s a guarantee down the bottom right hand corner that no-one else in New Zealand (let alone Lower Hutt) can match. If you don’t like the bike after 30 days, you can exchange it for something else. Heavens. *Are you getting any ideas?*

### **Another killer example containing plenty of money-making gems**

Check out this ad that I recently created for Ross Browning of Puppetease (*can’t take credit for the artwork - that’s Ross’ handy work. And the best thing is he hasn’t “over-designed” the ad. Instead, he*

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## 9 Compelling Reasons Why You MUST Call Us First For Your Motorcycle

1. **We’re the only bike shop that personally hand-picks our NEW bikes from Japan.** And only the best get selected. Which means you get a trouble-free bike that lasts a long, long time.
2. **You get the biggest selection of used 250CC Japanese bikes ANYWHERE IN NEW ZEALAND!** Each bike is painstakingly serviced (*with 42 separate checks*) and must be 100% perfect before it is allowed into our showroom. So your bike feels just like new ... but without the expensive “NEW” price tag.
3. **You get a FREE LIFETIME WARRANTY!** So for as long as you have the bike, if something fails, we’re there for you.
4. **If you’re a first timer and need a license, we shout you \$200 for the riding school!** And we transport your bike for you to-and-from the school until you get your licence.
5. **You get the biggest ... and the best quality ... range of motorcycle clothing, helmets and accessories in New Zealand.** It’s virtually impossible to leave here without the item you want.
6. **You won’t find more affordable helmets ... tyres ... batteries ... chains ... & luggage - IN FACT WE’LL BEAT ANY PRICE**
7. **You can HIRE a motorbike from us!** Perfect for a day out or a “little adventure” exploring the beautiful countryside.
8. **We’re the only motorcycle shop in Lower Hutt to issue “Warrant Of Fitness” Certificates.** And we remind you every 6 months free-of-charge so that you never get caught out.
9. **You’ll find us in no time at all!** We’re only a stone’s throw from the main highway passing Lower Hutt!

**LOVE IT OR CHANGE IT GUARANTEE**  
If you are not fully satisfied with your bike after 30 days we will give you a FULL credit towards another bike! (*Conditions apply*)

**04 566 0729**  
**www.motorcyclecity.net.nz**

**Motorcycle City**  
412 High St, LOWER HUTT

**PUPPETEASE**

**The best puppet show you've  
ever had at your school...  
OR IT'S FREE!**

**Ross Browning's PUPPETEASE show is like no other show in the country. But you don't know that – so we're making it virtually irresistible for you to test-drive Ross's amazing show at your school RISK-FREE.**

**After the performance you, your fellow teachers and your K-6 students agree UNANIMOUSLY that you have had the best time EVER at a LIVE puppet show... OR THE WHOLE PERFORMANCE IS 100% FREE. No hassles. No hard feelings. You simply can't lose. Either you love the show, or you get a FREE hour of entertainment. PLUS... if you call now you'll also receive a FREE Teachers Support Manual valued at \$25 – filled with games and fun lessons. YOURS FREE if you call now.**



Call now for your FREE Information Pack about this amazing puppet show for K-6 Students.  
AVAILABLE NOW BY PHONING  
**(02) 9488 8038**  
Free colour brochures now at  
[www.puppetease.com](http://www.puppetease.com)

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*let the copy do the selling).* Now Ross performs puppet shows for school kids from Kindergarten up to Year 6. And he puts on a great show. But instead of travelling around the countryside (*like he's done for years*), he wants to work closer to home. So I created a campaign that's going to let him do exactly that. By direct marketing to the schools that HE wants to work at, he'll be able to get higher response rates—enough to be able to work just in New South Wales.

And this ad is just one of the tools he's going to use to make some impact. Now, what he's going to do over the coming months is “test the market.” What that means is, he's going to test different approaches to see which one “turns his market on.” This approach that you see here is based around a MONEY BACK GUARANTEE. So that teachers can hire him to do a show and feel at ease about it. They won't have to worry whether his show is up to standard for their students, because he's totally taken the risk out. Does

that make sense?

*Can you apply anything in YOUR advertising from this ad?*

Now this is just one approach. But he's going to try some others too. Like “relieving the headaches of teachers.” This is where his ads and letters focus on taking the stress out of organising a function for the kids. Instead of stressed out teachers having to arrange excursions, get permission notes from every parent, then constantly worry if they've lost a kid along the way, they can simply have Ross come to their school and entertain them. Another approach is to focus on “pure educational and entertainment value.” So that teachers can be sure Ross' show hits all the right buttons.

Why does Ross have to test these approaches (and others)? Because you can NEVER assume you know the motivations of your market. So by using small test ads like this, he will be able to gauge what's MOST IMPORTANT to his market.

*Have you ever done this?* Have you ever tested different messages to your prospects? If you haven't, you could be missing out on tens of thousands of dollars worth of business. Simply because you have assumed you know what your prospects want. Do you see the danger in that? It is critical that you don't decide on a campaign based on your emotions. The only research that means anything ...

**... is the kind that measures the dollars in the till.**

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And all it takes is a few small tests like Ross is about to do. You know, you can become a virtual advertising genius in a matter of months if you do this. Because there's no guesswork. Your market tells you instantly if they like your offer or not. And if you keep testing something new, you're eventually going to get it right. You simply can't fail. The more you test, the more you learn, the closer you get to creating an ad which sucks in the money like crazy.

That's exactly how I do it. And it's exactly the way that anyone successful in advertising does it.

*“The more you test, the more you learn, the closer you get to creating an ad which sucks in the money like crazy.”*

## **Another of your fellow subscribers has taken the tips he's learning and applied them in the real world.**

Geoff Lodge has helped out a client by writing this ad for him. It's one of the smallest Yellow Pages ads you can take. But look at what he's been able to do with that small space. Have you ever seen an ad for a landscaper like this? The headline alone is ballsy. “You get the landscape you want ... OR IT'S FREE!” My goodness. Then the copy goes on to further the guarantee by telling the reader ...

<b>YOU GET THE LANDSCAPE YOU WANT... OR IT'S FREE!!</b> "How can we claim this? Well, with over 25 years of experience building gardens and landscapes we are <b>DAMN SURE</b> we CAN deliver!!!"	
<b>OUR GUARANTEE IS SIMPLE</b> You don't pay until the job is finished to your complete satisfaction. We won't be happy unless your happy!!	
<b>WHAT YOU GET</b> <b>FREE</b> Quotations A skilled team of professionals who can do it ALL, including... Paving, Retaining Walls, Garden Construction, Irrigation Installation, Concrete, Instant Lawn, horticultural services & MUCH	<b>CALL NOW</b> Green Meadows Construction & Mark Bolitho <b>0417 508 966</b> For Outstanding Service.

*“You don't pay until the job is finished to your complete satisfaction.  
We won't be happy unless your happy!!”*

Does this ad leave any doubt in the mind of the prospect that these guys can deliver? That's the thing with landscaping, you never know if it's going to turn out the way you'd planned, until it's done. And if you don't like it, or something's wrong, you have to put up with it or fix it yourself. But these guys have already put that fear to rest.

Another great thing about a guarantee like this is ...

## **... the company doesn't have to focus on price!**

This ad is all about getting the job done right. Not about getting it done cheap. So what I expect this ad to do is pull better quality leads. People who don't think that the price is THE most important part of the job. Instead, attracting more of those people who want a great looking job.

And here's something else that a guarantee like this does for the business owner. Because his arse is on the line, he'll tend to take more time up front in getting clear on what the client is after. He can't afford to just take down a rough description of what the client wants, and then hope it turns out. That's where mistakes happen. *(And if his client doesn't want to participate in this planning, then he doesn't have to take the job on. There's too much at stake.)* He can take the time to get it exactly right before he starts. And then check that the client is happy with every stage along the way. This way, no client will ever, ever claim on his guarantee *(because they've approved every step)*. The quality of his jobs will improve. His clients will be happy that he's been so thorough. And the end result is that he will attract more quality ... high paying ... work.

You see, when you provide a guarantee like this, it gives you back your strength in the relationship

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with your customer. You don't have to just "do what they want." Why? Because if it's not right, you'll end up paying for it. So you can approach the client as an equal. Either the deal works for both of you fairly, or there's no deal.

*Again, what can you apply from this ad in YOUR business? What can you implement today? That's how you get REAL value from this newsletter. Making sure you sit your butt down and test something new that you've discovered here.*

Now I want to tell you something which could literally make you tens of thousands of dollars. This truly is big. In fact, it's so important you'd better take the phone off the hook. Is it off? I'm serious. Have you taken your phone off the hook? Good. Let's go. I don't want you to miss this...

## **Revealing the 5 BIG Reasons Why People Don't Buy From You And How To Nip Each One Of Them In The Bud**

You know, one of the biggest reasons why business owners come to me is because people won't buy from them! That's the real story. As business owners, they simply don't know how to get people to buy what they're selling. And that's why you're so lucky, because that's exactly what you learn every month in this newsletter. Skills which are going to make sure you never have to worry about where your next dollar is coming from.

Now you might assume that the reason people don't buy from you is simply because of ... THE MONEY. They don't want to part with the big moolah. Well guess what? You'd be wrong ... well partially anyway. Money IS one reason, but it's not the only reason. And when you understand what those other reasons are, you get a much clearer picture of what's really happening. Allowing you to prepare beforehand and have your prospects shopping with you in an instant.

Basically, it all comes down to risk. Your potential customer won't buy what you sell because of the risk that they fear. You act the same way. So do I. We all do.

**Let me give you an example:** Hey, wanna' buy some land off me for \$50,000? But you gotta' give me the money first before I tell you what you've bought. Are you gonna' do it? Really, would you do it? Would you hand over \$50,000 to me without knowing anything about what I'm selling you? Can't you feel the fear beginning to rise inside you? You're thinking ... *"well I'd need to know more about the land before I could make that decision."* Of course you would.

And the reason why you'd need more information is because you're fearful of making a mistake. Fearful of handing over \$50,000 to me without knowing enough about what you're buying. That's a valid fear. And one that protects you from being taken advantage of.

Well guess what? Your customer is afraid too. Anyway, let's get the big one out of the way first ...

### **1. FEAR OF LOSING MONEY**

As we've already discussed, the fear of losing your doe is a big motivator. The good news is, it's relatively easy one to overcome. If your prospect HAS the money and can afford what you're selling, then there are a number of simple things you can do:

- **Offer a 100% Money Back Guarantee.** After all, if what you sell is as good as you say it is, you should have no problem in guaranteeing it, right? (So, do you have one yet?)

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- **Show testimonials of satisfied customers.** It feels like I harp on about this ALL the time. But that's because so few business owners do it, and yet it's so powerful. People love to see how other people have fared
- **Offer a 30-Day Free Trial.** Who can say no to that? You'll see plenty of Internet providers, gyms and sellers of cooking products using this tactic. It's a great one. And usually melts away any resistance on the spot.
- **Lower the entry price so the risk of loss is minimal.** You know if you have a product or service that will bring many repeat visits, then make it easy to have the first visit. Take away as much of the risk as possible by making it really cheap to start out. Let's move on to the second fear...

*“Embarrassment is one of the strongest fears we have. Why do you think so many people are fearful of talking in front of a group?”*

## 2. FEAR OF POOR QUALITY

What this means is, your customer is asking themselves questions like: “What if it doesn't work? What if it's too complicated? Or what if it won't do what it's supposed to do?”

Fair questions, right? But these too are easily overcome:

- **Provide a hands-on demo.** Show people how easy your product or service is to use. Nothing proves the point like ... REAL proof, don't you think? And if your prospect can operate or use what you're selling BEFORE they buy it, then there really is no risk for them.
- **Let your customer test-drive your product or service so they can see how it performs.** Let me ask you something: What happens when you go to buy a car? The salesman puts you behind the wheel, right? He lets you get in there and feel it, smell it, and drive it until you virtually own it. Well if you can do that for your product or service in some way, then you're going to convert many, many more customers. It just makes sense doesn't it?

## 3. FEAR OF EMBARRASSMENT

This is a big one. Embarrassment is one of the strongest fears we have. Don't believe me? Why do you think so many people are fearful of talking in front of a group? Isn't it because they fear embarrassing themselves? They fear that the audience will judge them in a negative way. And the fear is no different when it comes to purchasing something from you. Here's some ways to tackle it:

- **Show testimonials from people which SPECIFICALLY say that their friends and family thought they were geniuses after they got this product or service.** Yes, a testimonial which clearly addresses the fear. And make sure it's real.
- **Reveal well-respected companies or personalities that have purchased the product from you.** It's a bit like, “If it's good enough for Ian Thorpe (Aussie Olympic Gold Medallist), it's good enough for me.”

## 4. FEAR OF GUILT

Woah, another real corker. Guilt is something we find hard to live with, and something we will go to great lengths to avoid. What you've got to make sure of is that your product or service doesn't make your customer feel even the slightest bit of guilt. Here's how...

- **Address the issue head-on.** Actually say to your prospect, “Don't you owe it to yourself to

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have this product?" "You work hard, so don't you deserve to have something like this?"

- **Focus on the positive things that the customer will achieve.** You can remove guilt by making sure the customer realises that by having your product or service, they'll be able to help and benefit many others (assuming of course that this is true). This way, they can justify the purchase based on others gains, and not their own. And lastly...

## 5. FEAR OF PHYSICAL/EMOTIONAL PAIN

This one is only applicable to certain industries. But it occurs when your prospect feels that what they're buying may be a little dangerous. That they might get hurt physically or emotionally. For instance, purchasing a motor cycle represents a physical risk; as does buying a pet snake. Whereas buying a business, represents a potential emotional risk ("*customers might be horrible to me;*" "*someone might sue me*"). All strong fear inducers. Get the idea?

- **Offer personal assistance.** You could give free tuition for 30 days after purchase, where you run coaching sessions, make in-home visits, or provide 24 hour contact.
- **Offer a complete package.** So that you not only sell your customers the product, but supporting products or services that help them out in other areas. Many computer companies do this now. They used to provide just the computer. Now they provide all the software pre-installed, and even help-desks to get you through the tough stages.

Remember, you are not out to trick anyone or convince them to do something they don't want to do. If your product or service truly is worthwhile and helpful, then what you're doing is helping your customers — *who already want your product or service* — to make up their minds. And you do so by helping them resolve any questions or problems they have when considering your offer.

Potentially very profitable advice. Are you using it in your marketing?

Warmly  
Brett McFall

### YOUR MONEY-MAKING ACTION PLAN:

*Here are the steps to take to begin profiting from what you've discovered in this issue.*

1. One of the most useful things you can do is set aside some time to just write ads. I know a few business owners who have disciplined themselves to write for one hour a day. That's how important it is to them. And you know what? They're writing ads that give me a run for my money! Can you appreciate the real value of doing this? It means that these guys no longer rely on anyone but themselves when it comes to creating their marketing. They're getting so good at writing ads, that they will never ever have to worry about attracting customers. Can you imagine that? What a powerful skill. If I could have it my way, I would make sure that copywriting became part of every school's curriculum. So that students could leave school knowing that no matter what they might invent in their lives, no matter what they might sell (even if it's just themselves to an employer), no matter what the situation they could create copy which made people take action. The sort of ability that you are now beginning to master. So, make a time to do it every week or every day. Take the ads that appear in this issue and rewrite them. But rewrite them for whatever it is that YOU are selling. You can't believe the progress you make by doing it like this.
2. Then evaluate your ads against the fears that you now know your customers are feeling. If you can, address those fears in your ads. But if you can't do that for whatever reason, then at least incorporate it into your selling process. Tell your staff about the 5 fears. And then actively tackle the fears head-on so that your competitors don't stand a chance. Go for it!

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