

How To Get More Sales from All Your Ads, Letters and Promotions!

See inside for the 18 best ways to maximise the results from your advertising dollar.

The correct size type to use to increase response and the correct colour

Why features don't sell and what to use instead

How to grab your customers attention and make them read all of your advertising . . . Plus more!

Copyright Notices

Copyright © 1996–99 by Michael Ross

All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the publisher. Requests for further information should be addressed to Miros Designs Marketing, 144 Casino St, Lismore, NSW, 2480. Australia.

Legal Notices

While all attempts have been made to verify information provided in this publication, neither the author nor the Publisher assumes any responsibility for error, omissions, lack of care, default, negligence or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the users particular business applications of this material.

The purchaser or reader of this publication assumes sole responsibility for the use of these

materials and information. Adherence to all applicable laws and regulations, both federal and state and local, governing professional licensing, business practices, advertising and all other aspects of doing business in Australia or any other jurisdiction is the sole responsibility of the purchaser or reader. The author, publisher and all distributors of this book assume no responsibility or liability for any loss or damage of any kind whatsoever arising as a result of any purchaser or reader of these materials acting on the opinions, advice and recommendation expressly or implicitly published here. We do not guarantee any results you may or may not get as a result of following our recommendations. You must test everything for yourself.

Any perceived slights of specific people or organisations is unintentional.

How To Increase the number of sales you get from all your ads, letters and promotions . . .

All advertising can be improved on. And all of your promotions can get better results. The hard part is knowing how to make that happen. How to improve your ads, letters and promotions so they make you more money.

Have no doubts about it, you do need to make it happen. You do need to increase your sales because . . .

99.9% of your success depends on your ability to sell your product or service.

It doesn't matter how good you think your product is, or whether you think everyone needs what you are selling. It doesn't matter what you think because, **if you can't make a sale – you're out of business.**

And if you're out of business . . .

Lets move on.

All successful advertising and marketing is based on certain fixed principles. It operates according to fundamental laws and not chance.

These laws and principles came about after a man named Claude Hopkins spent 36 years testing and monitoring marketing campaigns on hundreds of different products. He analysed the results from thousands of ads, headlines, copy, layouts, and selling methods.

And these 17 rules that follow are the results of all those years of testing, monitoring and analysing.

The Seventeen Laws of Effective Advertising

After testing, monitoring and analysing thousands and thousands of ads, headlines, copy, layout, selling methods and marketing campaigns, these seventeen advertising laws were discovered.

Apply them. Use them in your business and watch your business grow.

1) The more you tell, the more you sell.

This basically means that the more information you give to your customers to help them make a buying decision the more sales you will make.

You've got to tell them everything. Tell them what they will get out of your product. Tell them why they should buy from you. Tell them everything you can about why they should spend money with you.

Give them the full story.

You must make sure you tell the full story every time your ad runs. Because people don't read ads like they read a book. People are not going to wait for the next instalment of your ad, they don't read ads in series.

Once you've got the readers' attention you must give them all your reasons to buy your product or service – now. Because the people reading your ad now may not see your ad again for months and months.

After all, you wouldn't send your best salesman to a prospect and tell him to "Keep it brief, say our business name, our nifty slogan and our phone number, then leave." would you? No you wouldn't. You'd want him to lay it all out – give every possible reason to buy from you.

And that's exactly what you should do with your advertising, lay it all out. Because **your ads are your sales team.**

All of your ads must be **salesmanship in print** or whatever form of media you market in.

2: Use headlines to attract your target customer.

You will increase the readership of your ads by as much as nineteen times by using the right headline.

A headline is an ad for your ad. It attracts the reader's attention and draws them into the ad. In fact, 80% of the success of your ad depends on your headline.

People decide what they are going to read by scanning the headlines in the newspaper. Research shows that five times as many people read the headline than read the body copy (*text*). So you must grab your target customer with your headline.

Try different headlines until you find out which ones give you the best results. These are the headlines that your customers respond to. Then use them to target your customers.

Have a look at these two example headlines for a camera.

Glenn Swan water-skis on the edge. We're about to push him off!

How To Take Sharp Clear Photos Quickly and Easily Every Time!

Obviously the top headline is not going to attract the attention of anyone interested in photography and yet that is the exact word for word headline one camera ad had.

Use headlines in your ads. You'll get better results.

3: Sell benefits not features.

A feature is something your product has or does. A benefit is something your product's feature does for the customer.

E.g. The feature of a car might be independent coil suspension. The benefit is a smooth comfortable relaxing ride. Now that you know the difference you must strive to advertise only the benefits of your products, not the features.

If you do feel compelled to advertise the features, make sure they 'follow' the benefit.

E.g. "And you'll get a smooth comfortable relaxing ride thanks to the independent coil suspension."

You should advertise the benefit first – then the feature. Because all people are interested in themselves first. They want to know "**What's In It For Me.**" They couldn't give a stuff about you or your 'story' unless it means something good for them first.

I received a flyer in the mail yesterday and the first four paragraphs told me all about this particular person who just happened to own this particular business. "Who cares?" Certainly not me. At that point most people will throw the thing away. They won't read down to paragraph five to find out what all this bragging by the owner can do for them.

Just remember . . . benefits sell – features don't. And if you're wondering how to come up with benefits, it's easy. Just write a list of features then for each feature ask yourself "What does this do for me, what do I get out of it, how does that help me?"

Just answer the question, "what's in it for me?" Your answer will be the benefit. Then simply put all these benefits into your ads or letters

4: Sell a cure not prevention.

It's true, people will do absolutely nothing to prevent a problem, but they will do everything they possibly can to cure a problem. Would you have plenty of rest and vitamins or go and see a

doctor if you weren't sick? No you wouldn't. But if you got really sick, man you'd run to the doctor as fast as you could, wouldn't you?

When people don't have any problems they won't do anything to stop one coming along. But as soon as it gets to them they want it fixed straight away. And that's what your marketing has got to do. Your marketing has got to . . . fix your customers' problems.

E.g. Don't sell pool cleaning; sell more free time and a more hygienic swimming environment for the kids. Don't sell carpet cleaning; sell an allergy free environment with reduced flea infestation, a more beautiful looking house, less stress on the owner because you do all the work, and more free time.

I'm sure you get the idea. You must try and cure your customer's problems. And it doesn't matter whether they are worried about these problems or not, your advertising should cure their problems. This will make your customers aware of the problem they have and that there is a solution available to cure their problem.

5: Give real numbers not generalities.

To say something "will last longer" or "is used by over 900 people" or "over 500 to choose from" or "great service" or "nearly 500,000 sold" or "cleans better" makes absolutely NO impression on your customers. Because your customers don't believe you.

To say things like that is being general. And your customers don't want general, they want actual numbers and figures. They figure if it's general it's not real – but if it's specific it's real. Give your customers real figures and results and they will believe your advertising more and as a result you'll sell more.

Instead of generalities give specifics. Say "We have a choice of 1392 colours" or, "We have 613 styles to choose from" or, "It performs 32.6% better than product X" or, "It last 27.3% longer" or, "4875 have been sold" or, "after 68 washes still no fading."

When you give specific results people will believe you. They will think that you actually counted the number of colours or, that you actually made comparison tests to find out how much longer it would last. And if you do give comparison results make sure you mention what it was you compared it to. Because to say it cleans 46% better makes me ask "Better than what? Better than not using any product at all."

Give actual facts and figures instead of '**pie in the sky**' superlative claims – your ads will be more believable and you'll make more sales.

6: Advertise positively not negatively.

Never never never advertise the negative side of your product, if it has one. Always always always advertise the positive side. Show your customers the positive results of using your product or service. Just like car ads.

They show happy family outings, the kids all safe and secure and snug in the back seat, the couple in the front are really happy, and basically – owning that car is a real joy. They never show you being without your car all day while it's getting serviced, or the high cost of parts, or tell you about high fuel consumption, or show you the frustration of being in a traffic jam.

All people basically want is to be more popular, beautiful, healthy, wealthy, and safe. Show them how to get what they want through your product or service. Picture the good and not the bad. Picture beauty and elegance, not hand washing and tedious ironing, when selling delicate clothes. Picture a nice toned body, not sweat and pain, when selling exercise equipment. Picture a lovely green manicured lawn, not hard work and hours in the sun, when selling lawn mowing equipment.

Do you get the idea? Good!

Always advertise the positive never the negative!

7: Coupons & 1800 numbers increase response.

Tests show that when you use coupons in your ads your response goes up. This is because people postpone acting on your offer until later. But they forget later and you never see them. But they cut out coupons and carry them around. When they see it again later they are reminded to take action. And so they do.

Also, by using coupons you are monitoring the response from that ad. By having your offer available only with the presentation of the coupon, you can accurately measure how many sales that ad got you by counting the number of coupons that were handed in.

1800 numbers encourage people to call because it's a free call.

8: Use normal type size 8, 10 or 12 point.

Most of our reading is from newspapers and books, and they print in 8, 10 or 12 point type size. You should too. If you increase the size of your type you just increase the cost of your ad. Having large size type doesn't make more people read it. Give people the type size they are used to. If they are going to read it, they will read it because it is interesting not because the printing is big.

If you have any doubts, test your ad with normal type size and larger type size. You will find . .

. larger type doesn't increase sales, just the cost of the ad.

9: Avoid using capital letters.

Most of our normal reading is done in upper and lower case type. It's what we see and read everyday, and it's what we are used to. TYPING SOMETHING ALL IN CAPITAL LETTERS MAKES IT HARDER TO READ as this little example shows you.

If you type in capital letters you won't have as many people read your ad or promotion and that means fewer sales. Go with the flow and follow the norm. Give people what they are used to and that is upper and lower case letters combined.

10: Avoid typing white on black.

Whilst you and your customers can still read white typing on a black background it is more difficult to read. If you type white on black you will lose readers because your words will be harder to read. Your readers are used to reading black type on white paper so give it to them. Remember, you've got to make things easy for your customers so, type white on black, avoid all capital letters and use normal size type.

Because if you make it difficult for your customers to read your ads, letters and other promotions, they won't. And if they don't read your ads, letters and promotions then there's no chance of you making a sale. **And if you can't make a sale you're out of business.**

11: Pictures may not help increase sales.

Depending on your product, you may be better off without a picture. Because in most cases the extra cost of having a larger ad to accommodate a picture, as well as the cost of putting a picture into an ad, will not increase the sales enough to pay for itself. In some cases a picture may work better. But then again it may not.

The only way to know for sure whether your product works better with a picture or without is to test. Test your ad with a picture and test your ad without, then work out the cost of each. You'll immediately discover which way is better for your product.

12: Give something away for FREE!

Sometimes it can be a real hard slog trying to sell your product, especially in print. Because, no-body wants to fork out money to buy something then find out it's not quite what they wanted or quite what they thought it was. If you want to become really successful in your

business you must let prospective customers sample your products or services without cost to them. This lets them hold and feel the product and gets them involved. It lets them see for themselves what it is like to own it.

If you have low cost products such as food and drinks or products that get high repeat sales, then give your customers a **FREE sample**. If you have a higher cost product or a product that has a low repeat sale rate, then give your customers a **FREE trial** period or inspection period.

Giving away this FREE sampling will build your business the quickest and the cheapest way and, will get you the highest results from your advertising.

13: Never under-deliver – instead over-deliver.

Under-delivering means your product or service does not live up to, or is not being able to do, what you say in your ads. Over-delivering on the other hand is providing a product or service that does more, is better, has more or in any way exceeds what you say in your advertising.

Your customers will be happier and will come back to you more often if you over-deliver on your advertising. You may simply add small surprises, little gifts or other bonuses. It doesn't matter what it is, if the customer gets more than they expect, they will be back.

But be warned – give them less than they expect and you can be in big trouble, not just from your customers but from the law. You could get done for false advertising, get fined and, worst of all, lose your customers forever and never get anymore because of the bad publicity.

But I know that YOU would never do that because you are a smart and ethical business owner who is wise enough to get this information. And business owners like YOU don't do that sort of thing.

It's only the 'silly unethical want to get rich quick' business owners that would do that. And they aren't smart enough to get hold of this report so would never see the warning anyway.

14: Try and add-on sell.

Add-on selling is simply getting the customer to buy something extra when they are at the counter or cash register. You may notice that McDonalds does this all the time. They are always asking "Would you like some fries with that?" or "Would you like a drink with that?" or "Would you like an apple pie with that?"

You may not buy what they suggest, but some people do. However, they never would have purchased the extra item unless they had been asked. And the beauty about add-on selling is that . . .

it costs nothing to implement because the question costs nothing to ask. Yet the extra sales can really give your bottom line a lift.

Good items to add-on sell are items that go with the product your customer is purchasing. Or an item they would have to buy anyway. E.g. A shoe store could sell matching socks. A lingerie shop could sell matching bra, panties, teddy, nightie and gown. A paint store could sell rollers and brushes. A food store could sell other food items or drinks. A florist could sell a vase.

The list could go on and on and on.

All you have to do to come up with an item to add-on sell to your customers is, sit down and think to yourself 'what else do people use with this?' The answer you get is the item you could add-on sell.

You are not restricted to add-on selling in a store. You can also add-on sell over the phone. When someone is ordering something from you why not suggest an additional item? You could even have a list of your products with suggested add-ons written next to each item. Or, you could get your staff to memorise such a list if you own a store.

If you are not add-on selling you should give it a try. You just may astound yourself and make more money for no extra outlay.

15: Up-sell the more profitable product.

This is almost identical to add-on selling except instead of getting your customer to buy more, you get them to buy the more expensive item. Although some people like to lump up-selling and add-on selling in to the one term and call it all up-selling.

Computer sales staff are great at this. You start with a basic model, but you add a CD ROM, faster motherboard, more RAM and larger monitor and some programs. Sure you 'added on' but wait, lo and behold they just happen to have that better deluxe model already in a package.

They up-sold you on the deluxe model, and you just spent \$1000 more than you had intended to. Car salesmen do it too. You go to buy the basic model but they convince you, you need air conditioning, tinted windows, leather seats, sun roof, and coloured stripes. And before you know it you are the proud owner of the deluxe model.

The beauty about this type of selling is that the extra that the customer pays is way out of proportion to the extra cost of the deluxe model. This means you make more profit selling the more expensive item. And once again . . . getting people to spend more money in this way doesn't cost any extra because it costs nothing to ask a question.

And as with add-on selling, up-selling can be done over the phone as well.

These are great methods to use if you own a service business. Sell the higher more expensive more profitable service before you even do the job.

16: Test everything.

You must test everything to find out what your market responds to best. You may find that one particular headline above all others really grabs your customers' attention and makes them read the ad, which in turn brings you more sales.

But you'll never find that headline unless you test different ones to find the one that works the best.

Test the position in the paper that your ad runs, pictures verses no pictures, coupons and 1800 numbers, and everything else about the ad that can be changed or altered in some way. Because it just may have a huge effect on your profits and turnover.

17: Never know best.

You must realise that nothing in advertising is set. What works for one thing today may not work for that same thing next year. The only thing that doesn't change is human nature. And because that doesn't change, these principles and laws will not change. The basics will always stay the same.

Anyway back to knowing best.

Because nothing is set you must test everything. You should test everything, monitor everything and analyse the results.

Let the market tell you what works best for your product.

Never ever decide that you know what the market wants, which ads will work best, or what is the best headline to use. Instead, put it to the test and find out for sure. Because testing is really the only true way to know for sure whether or not something will work.

Now just in case you're still thinking you know best and that testing is a waste of time, listen to this: A panel of advertising experts was asked to vote on a series of headlines that were written by other experts. They had to pick the better headlines. Each headline and ad was profitable. However, one headline brought better results than the other – the rest of the ad stayed the same. In all cases 50% got the wrong answer. Are you game to say you know better?

Here they are, why not test yourself.

1. A: To Every Woman who would like a career in interior design.

B: Can you spot these seven decorating sins?

2. A: How to turn your careful driving into money.

B: Car insurance at lower rates if you are a careful driver.

3. A: This is the ad we had to cancel 3 months ago because we sold them so fast.

B: All leather handbags for only \$28. The last time we ran this ad we sold out in 24 hours.

4. A: How to make a chocolate pudding in 6 minutes.

B: Tonight serve this ready mixed chocolate pudding.

5. A: What would happen to her if something happened to you.

B: Retirement income plan.

6. A: Announcing an important Revision of the Bible.

B: The most important Bible news in 340 years

7. A: The old fashioned hook and eye raincoat at an Old Fashioned Price.

B: Can't lose this raincoat cause it has her name on it.

8. A: Girls . . . Want quick curls?

B: Does he still say . . . "You're beautiful?"

Here are the results:

1. B (250% better). 2. B (1200% better). 3. A (300% better). 4. B (66% better). 5. B (500% better). 6. B (74% better). 7. B (1000% better). 8. A (220% better).

How did you go? That should be enough to make my point about knowing best. Just test, monitor and analyse – find what works, use it, and watch your business grow. Just do it!

18: Call Me.

The eighteenth and final way to get more sales from all your adds, letters, and promotions, is to hire me to create killer advertising for you. The biggest complaint I hear from business owners is lack of cash flow. It doesn't need to be that way. You can get an instant stream of customers and cash coming into your business by hiring me!

I know I'm making some pretty big claims here. But that's because I use a unique system that's so powerful (*in fact the most powerful marketing concept on earth!*), it will generate instant turnover and profits **WITHOUT** cost!

Also, because the system I use is so powerful, I do not reveal it to anyone. But I will tell you this . . . When you hire me to generate 'INSTANT CASH FLOW' for your business, I will use my unique system to literally explode your profits through the roof.

And, I won't charge you a single cent up-front either! You simply pay me out of the bucket loads of cash you make. You can be sure that my system works, because if you don't make money, I don't get paid. I've removed all the risk!

If you would like to put more money in your bank account without having to spend a single cent buying stock or inventory, then call me NOW! I promise you will be very pleased with the results I bring you!

To start the ball rolling on this just call me on 0414-726-271.

But before you get on the phone and call me there is something you need to know. To do business with me you've got to be real. I do not do business with dreamers, wannabees, or looky-loos. That's because when it comes to making money I go right for the jugular! If this takes you out of your comfort zone then go and hire some advertising person, with a degree in twitter pants, who will put together a more conventional and totally unprofitable marketing campaign for you.

On the other hand . . . If you're like most smart business owners and managers I know, you want to stand-back and watch the cash come in without having to work in the trenches to do it. And you want to skyrocket your profits through the roof.

If that's you – Call me! I can give it to you! My number is 0414-726-271. Well what are you

waiting for? You know you owe it to yourself to improve your income. The more you think about it, the more you know it to be true. So call me right now, while it's fresh in your mind!! My number is 0414-726-271.

Michael Ross

Miros Designs

P.S. I'd like to make one other thing perfectly clear for you too. When you hire me to turn your business in to a 'well oiled money machine' I will not charge you any up-front fees. I will only get paid after you make your money. In essence I am working for free. That's how confident I am.

Now I ask you... what other advertising or marketing person is willing to work for free and only get paid after they have made you money? What other advertising or marketing person is willing to offer you a proposition like I am? None. And why should they? They are using outdated useless techniques that don't work and won't bring in the kind of profits you want. And that's why they want their money up-front (*if they were to only get paid after they make you money they wouldn't get paid*). Whereas I use the most powerful marketing concept on the face of the planet. A concept so powerful that it allows me to only make money once you have made money.

This means that **I guarantee to make you money or you owe me nothing!** And that's a guarantee no other advertising or marketing person will offer you.

Don't let a lack of funds hold you back. Hire me to apply my powerful techniques to your business and literally explode your business profits. The number to call is 0414-726-271. Or email me at miros@ozemail.com.au

[Click Here](#) to discover the proven plan I use to make over \$1,053 for every 100 letters I send out and how You can do the same or better. All you have to do is follow my lead...

[Anyone Can Profit Using My Methods!](#)