Review
1. What type of offer is this one?
2. Discussion >> Expressed offer with no value
3. Stats
Tips
YOU focus
Headlines / Body copy
Colorful vocabulary
Benefits vs. features
Narrative
The goal of EVERY word you write: **RESPONSE**
What am I selling? To whom? What do I want them to do???
The headline

- 5x’s as many people read the headline as read the copy = .80 / $1 spent, 10:1 in sales difference
- Write 16 before choosing 1
- The goal should be obvious in the headline
- Benefit should be obvious
- Cliches are ok – they work
- Brand name included
- Selling promise should be apparent
- 6-12 words ideal
• Strive for curiosity
• No negatives

Based on this >> In pairs, write 16 headlines to sell 10 year old kids this candy through a poster at the library. Star your favourite one. PS -> Happy Valentine’s Day!
The Body

• Avoid generalizations
• Don’t be a bore
• Tell the truth but make the truth fascinating
• Be straight to the point
• Be factual
• Don’t be afraid of long copy – the more you tell, the more you sell (Real Estate for example)
• Readership falls off at 50 words, but then doesn’t fall off between 50-500 so write up to 50, or write up to 500 not in between.
• Do not do ‘series’ advertising
• Testimonials go a long way – takes away fear
• Plain english – could a grade 4 kid understand it?
• Selling is more important than entertaining

Read this handout from Famous Kijiji Ad.

Results:
• As of when I started writing this post (nov 2011), my ad has been viewed 342,465 times on Kijiji.
• There are 48,574 people linking to it on Facebook. It has been up for a total of 103 hours, 8 minutes.
• It has therefore been: viewed 55 times a minute, linked almost 8 times a minute
• I more than tripled the number of followers I have on Twitter, which was an accomplishment since pretty well everyone who was following me to start with were friends and family, and that was as much out of curiosity as pity. I am @WehMingCho, which is another example of my creative genius at work.
• I have received almost 1,400 emails which have included: job offers, requests for dates, requests to
teach people to write ads, a request from a teacher for permission to use my ad as an example of persuasive writing (my mother is so proud!), marriage proposals, offers to buy my snowblower

Groupon another great example of great body writing in long-form.
Keywords (Free, You, How, Now, Why, Today, Save, Why, At last, Limited)

Emotional words – darling, love, fear, proud, friend, baby
(AiDA from Frank – Get attention, Develop interest, Reduce resistant, call for action)
Billions of them – important part is that you have to use one.

This is a combination >> humour, benefits, logical, save, hero
Not what you’re thinking… but the reason it’s called the stripper appeal is that it:

• Doesn’t give too much away
• Exploits people’s natural curiosity and ego
• Avoids the “let down” effect

We’re going to talk about a few – and there’s billions including the ones that Kip taught you first year. The only one for now I would avoid is lifestyle because students struggle to understand
this one so for now try one of these ones.
With fully automatic operation and advanced electronics, Girard awnings provide the ultimate in shade protection for fire and EMS vehicles. Our easy-to-operate awnings and solar shades provide instant, portable shade wherever needed. Each combines superior quality, reliability and lasting service. To give your first responders the protection they need, call us today. Or visit www.girardnv.com to see our full line of shade systems.

**Maximum Protection from the Sun**

Our versatile, weather protected awnings and solar shades shield personnel and equipment from the harmful effects of the sun and rain. Our patented “full sun protection” provides up to 98% UV protection.

**Fully Automatic Operation**

Girard’s easy to operate motorized awnings are remote controlled with multiple channels that can operate up to 5 awnings. Equipped with a wind sensor, Girard awnings will automatically retract in heavy wind.

**Increased Working Area**

Thanks to lateral support arms that swing out from the cassette, rather than the side of the vehicle, Girard awnings provide a larger working area than awnings that extend out 22” long with projections from 9” to 13”.

**New Auto-Valance Offers More Shade**

Girard’s new Auto-Valance automatically extends a solar screen fabric to 41”. An optional LED lighting system adds illumination under the valance. Can be retrofitted to existing Girard awnings.

**Custom Display Graphics**

Customize your Girard awning with your department’s logo or custom design.

**Limited Lifetime Warranty**

Girard is the only specialty vehicle awning manufacturer to offer a Limited Lifetime Warranty. Girard also offers “Quick-Attach”
Emotional Appeal
Logical appeal
Moral appeal
Teaser approach
Benefits focus
Customer can gain / become / avoid something
People can save (more than money)
Negative appeal (product as hero)
Urgency appeal
Competitive differences
Ask a question
Show empathy
Long-form copy (more than 25 words on an envelope to attract attention)
Because electricity bills are just wasted beer money.

SolaChilla
The more you need it the better it works.
moral
REFRESH YOUR DATA CENTER WITH $0 DOWN AND FINANCING AS LOW AS 2.5%.

There's never been a better time to enjoy all the advantages of Dell's virtualization solutions with $0 down and financing as low as 2.5%.* Conserve your capital, take advantage of easy-to-budget payments and benefit from a lower total cost of ownership with this limited-time financing offer.

Dell has simplified the end-to-end virtualization solution to accelerate your return on investment (ROI). The Intel® Xeon® Processor 5500 Series-based Dell™ PowerEdge™ R710 solution with VMware® ESX can:

- Replace seven four-year-old Dell PowerEdge 2950 solutions
- Yield a ROI payback in under 18 months**

PLEASE CONTACT ME TO LEARN MORE ABOUT THE BENEFITS OF REFRESHING YOUR DATA CENTER AND TO DISCUSS FURTHER FINANCING OPTIONS.
Replace your old wobbly table with a new one from IKEA.

While you wait DM
A mailer that informs consumers about IKEA.com’s Table Sale as well as helps potential buyers deal with their current old tables until the new one arrives.
urgency
competition
WHY ADVERTISE TO EVERY TOM, DICK AND HARRY WHEN YOU JUST WANT TO REACH FRED BREWSKY?
WE MAKE LASERS FOR THE GUNFIGHT WE HOPE YOU NEVER HAVE. BECAUSE THE TRUTH IS, THE BEST GUNFIGHTS ARE THOSE THAT NEVER HAPPEN. VIOLENCE CAN BE DETTERED SIMPLY BY PUTTING THAT BRIGHT RED BEAM ON THE INTRUDER. RIGHT WHERE IT COUNTS. WE RESPECT IRON SIGHTS, BUT BAD GUYS DON'T. SO WHILE YOU CAN SURE AS HECK LIVE WITHOUT THE DECISIVE ADVANTAGES OF A LASER, THE HARDER QUESTION IS THIS: CAN YOU SURVIVE?
Message Includes:
Terms of what’s being promoted (the product)
SOLID request for response
Corresponding offer
Appeal

Activities:
1. Look at samples for each
2. Try it: Message / Industry