

Day 7

Copywriting: Finding the Story

WHO are you talking to?

WHAT is their point of view?

WHEN will they be “in the market”?

WHERE do you want them to go?

WHY should they choose you?

What made you decide to get into business?

When was this?

Why did you take the plunge?

Find the Humor

What is the WORST advice you received?

What is the craziest thing that you've ever been told by a customer?

Tell me about that sure fire idea you may have had that went down in flames.

Basics:

- On the Share of Market ladder for what you sell, where do you stand?
- Is your share rising, dropping or remaining the same?
- How are you doing next to national averages (you provide)?
- What is the single largest misconception about your business that drives you crazy?

Adding the rest in:

- Who is their competition?
 - What is their advantage?
 - Where is the target Customer now?
 - Why?
-
- What is the customer's motivation?
 - Does it fit with this business?

Write a series of statements:

In business since 1908

Convenient free parking

Only the freshest and finest ingredients

First loaves out of the oven and 5AM

Made with love

Bakers' Dozen is always 14

In and out in under 3 minutes

Wedding Cake Consultant available

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Add the Real Life:

You **DESERVE** better than breakfast from a place with gas pumps

Indulgence, you have **EARNED** it.

You'll be hooked by the wonderful aromas as you open the door

Think about Motel 6

Six Lines, 14 point type

IF you use music, does it add to the ad?

When in doubt, CUT

After first ad is produced, start over

Test the ad





How will I know it is working?

I want everyone to mention the ad.

With print I find coupons work

I want my kids on the ad

Return on Investment

Assumptions:

Teeth Cleaning \$50

Margin on Teeth Cleaning: 90%

Average Family: 4 people

Advertising Investment: \$50,000

Return: \$50,000 + 20% Interest = \$60,000

Teeth Cleaning: \$2000

Net after Margin: \$1800

Closing Ratio: 100%

RETURN / NET = \$60,000 / 1800 = 33.33

YOUR JOB:

Bring in 3 new customers per month!

3X12=36 36X\$1800= \$64,800

Furniture

Advertising Investment: \$50,000

Return: \$50,000 + **20% Interest** = \$60,000

One time sale: \$750

Net after Margin: \$375

Closing Ratio: 40%

(RETURN / NET) / Closing Ratio=
 $\$60,000 / \$375 = 160$ (sales), / .4 (closing Ration)= 400

YOUR JOB:

**Bring in 33 new PROSPECTS per month!
or 8 per week!**

Assumptions:

Average Sale: \$750

Profit Margin: 50%

Closing Ratio: 40%

Plan, Practice, Present

You are asking for the price of a new car

Marketing expenditures are painful

The best reps have a plan, but can adjust fast

Your words give confidence

SHOW how you will take care of their business