

*SPECIAL REPORT*

**25**

**TRADE SECRETS**  
**GUARANTEED TO GET**  
**YOU MORE CUSTOMERS**  
**FROM YOUR ADVERTISING**

25 advertising trade secrets guaranteed to help you create response-generating advertising that gets you many more customers from your ads, sales letters and more.

**By Brett McFall**

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### Your Guarantee:

There isn't a business anywhere who couldn't benefit from the lessons outlined in this manual. And to put my money where my mouth is, here is my guarantee to you:

Read *Inside Secrets Of Advertising*. If after 12 months you haven't produced at least 10 times as much profit as you invested in this course, I'll refund your purchase price in full. What's more, you can keep the \$400 worth of bonuses as my "thank you" for giving it a go. Just send me 5 samples of the techniques that you tried and details of your response, and I'll send you back every cent you paid for this course.

This guarantee fulfilled by the seller of this course.

## Special Report

# 25 Trade Secrets Guaranteed To Get You More Customers From Your Advertising

Here's how to start turning your advertising response around and begin taking your business to the next money-making level through learning the advertising industry "trade secrets" that work.

*Haven't you always wanted to know how to begin earning real profits from your advertising? How to increase your response and get more customers? Or what even makes up a good ad in the first place?*

Well those questions and more are answered in this special report. As a copywriter for over 10 years, I've learnt dozens upon dozens of ways to write an ad more effectively.

Which means that no matter whether you're in the business of real estate or electronics, housing construction or curtain manufacturing, computers or entertainment, or virtually any other business -- these strategies will work for you.

Advertising is one of the most powerful ways to bring new customers into your business. And what determines its effectiveness is how well you do it. Its success is not based on chance, it's based on solid principles of communication. And that's what this report is about --

**helping you maximise your chances of success.**

Because, quite simply, no-one knows your business the way that you do. I don't know what you do for a living, but as the business owner, you undoubtedly know everything there is to know about it. And in particular all the selling points that you offer your customers. What you simply need to do is to take what you know and educate your customers in a way they understand. And it's through your advertising that you can educate your customers to the value you offer.

One of the most important things you must remember about

effective advertising is this -

*it's all about your customers needs, not about you.*

Many business owners are too keen to tell their customers all about themselves - THEIR technology, THEIR staff, THEIR equipment, etc - without letting the customer know how it improves things for them.

**Your advertising should always focus on solving problems for your customer.**

And yes that means much less talking about you. If you only remember one thing from this report, make it this: Your advertising should always tell the customer **what is in it for them**.

Follow this one rule and your advertising will automatically become so much more powerful and start making you a lot more profits.

Experience has shown me that effective advertisements have a few things in common. They follow a set pattern of simple but powerful strategies. Strategies which anyone can learn and adapt to their business so that their advertising results go through the roof.

So if your advertising is lacking in any of these fundamental areas, the answers to make your ads successful are now within reach.

**As you go through this report and identify the areas that your advertising may be lacking in, promise yourself to test those areas.**

By that I mean testing them again and again. In different ways and in different order. Testing will allow you to build a system of powerful techniques to get the most response possible from your advertising.

Keep on trying *different* headlines ... *different* offers ... *different* sizes of ads -- usually there's no need to change the whole ad. Just the individual areas.

A mechanic doesn't rip your whole engine out if something isn't working right. He works, he tweaks, he tests, and then replaces the parts which aren't working properly. This is a good process to follow in fixing your advertising.

***The fact is, you pay the same set fee every time you advertise ... that's for certain.***

But what's not regulated is the AMOUNT OF RESPONSE you can

get from any ad. You might pull 5 responses or you might pull 50.

Regardless, your initial investment still remains the same. A simple change could turn your ad into a winner, and give you amazing returns from the same financial investment.

These fundamental areas are what you will identify as you progress through this report. So grab all your current advertising materials - press ads, brochures, yellow pages ads, leaflets, sales letters and whatever else - and see how they measure up, because these trade secrets will apply to them all. Let's get started ...

**TRADE SECRET #1 - Use a headline that offers your customers a benefit**

A headline is really your ad for your ad. A well-worded headline can increase the response of your ad by up to 20 times. That's 2000%!

In fact, studies since the 1960's have consistently shown that 80% of people only read headlines. So if you're not catching your prospects here by using a headline, you've already wasted 80% of your advertising budget.

**TRADE SECRET #2 - Use subheadings to break up the text in your ad**

Subheadings have the power to increase reader interest (they're just smaller-sized headlines). Particularly those people who may just be stopping on your ad long enough to see if they are interested in what you are selling. They work best when they contain short, factual information.

**TRADE SECRET #3 - Make sure your ad looks visually different from your competitors**

There's no point in advertising at all if your ad looks the same as most of your competition --particularly when virtually no business out there is following any sound advertising principles at all.

Copying them is the equivalent of the 'blind leading the blind'. Advertising is all about drawing attention to yourself. And you can't do that if you blend in.

So look at what your competition is doing and make sure what you do is different. Create your own image and feel.

**TRADE SECRET #4 - Use photos in your ad**

Newspapers know how to attract attention. They use plenty of photographs. And you know something else? They use a lot of people in them. People, on the whole, enjoy looking at other people.

Studies show that the first place people look in an ad is at the picture.

**TRADE SECRET #5 - Use captions underneath any photos or graphics**

Something else you'll also notice about newspapers ... they put captions under the photos. When people look at them, they like to know what the photo is about. So don't waste the opportunity to put some selling information underneath any photos you use.

**TRADE SECRET #6 - Make sure your photos show your product or service in action**

Using photographs of your product or service in use heightens the readership of your ads. A good photo can show your reader in an instant what would take you a paragraph to explain.

**TRADE SECRET #7 - Find the right appeal**

So what is the *right* appeal? This is the main benefit your customers get from using your product. It's the "reason why" they buy from you.

The wrong kind of advertising appeal can actually *reduce* sales. It has been proven that one advertisement can out-sell another by as much as 19.5 times. Even though both advertisements look exactly alike, cost the same amount to run, and sell the same product.

The only difference is the "appeal" used in the ad. So how do you find out the best appeal? Simple. Ask your salespeople what approach works best for them. Or, ask your best customers WHY they buy from you.

**TRADE SECRET #8 - Build rapport with your customers through showing them you understand their concerns**

Acknowledging your customers' concerns shows them that you understand what they are going through. Ask yourself this question: *Do you trust people more once you feel that they truly understand you?* Most do. So let your customers learn to trust you -- acknowledge their concerns.

It could be their frustration about range ... about price ... about comfort ... about security - the list is almost endless. Basically, if you're in business, you're solving problems in some way.

So create good rapport in your ads by showing how much you understand your customers' problems.

**TRADE SECRET #9 - Make your copy specific**

Anybody who works in advertising will tell you how important it is to be specific in your copy. For example, the statement that "3,241 people have bought one of these appliances" is stronger than the statement "Nearly 4,000 of these appliances have been sold."

The first statement sounds like a fact. It tells the reader that a strict and accurate count has been made of the actual number of customers.

The second sounds like an exaggerated claim. And a claim like this is usually made because it takes time and trouble to find out details. I'm sure however that you won't about worry about the time it takes to count the extra cash you'll make as a result of being specific.

**TRADE SECRET #10 - Use testimonials from your customers**

Corny? Maybe, if they're not done properly, that is. But if you do them correctly they can increase sales and your credibility dramatically.

A testimonial is a third party endorsement that makes your advertising so much more believable. People love to know how other people have fared when they purchased your product or service.

And by including full name and details of testimonial givers, you'll increase believability as well as increase the amount of prospects willing to risk their money with you.

Hardly anyone ever uses testimonials (except mail order companies, because they know the value of them). You can use them in any form of communication with your customers -- be it ads, sales letters, brochures and more. They work.

*Let's just pause for a second ... you ARE planning to come back and implement some of these ideas, aren't you? From what you've found out already, if you applied just these points alone, you'd be doing more than 90% of your competition. There's real money to be made from these techniques and concepts. Make sure you come back and put them into action. Now let's get back to it.*

**TRADE SECRET #11 - Focus your ad on your customers' needs**

Your readers are interested in one thing only, and believe me, it's not you. It's them ... their interests. No matter what age your

customers are, they are all still people. And human nature doesn't change.

They're looking to either make money ... save money ... save time ... be more comfortable ... be more popular ... protect their family ... be in-style ... work faster ... rest easier ... in other words, they're looking to fulfil their needs.

And that's the most important thing for you to learn if you want to create successful advertising. Once you focus on SOLVING your customers' problems (as opposed to just 'selling a product'), you're already half way there to creating a better ad. Simply show your customer how you fulfil their needs better than your competitors do.

**TRADE SECRET #12 - Explain the *features* of the product or service you sell**

No-one knows your business quite the same way that you do. It's your "baby". Chances are, you know mostly everything there is to know about it.

Unfortunately this can also lead to the belief that your customers understand it just as well as you do. The problem however, is that you most probably sell yourself short by not placing enough importance on your selling points because YOU don't see them as anything special.

But for the customer who is new to your product or service, each feature is another reason to buy. So help them out. Explain your features in simple, easy to understand terms.

**TRADE SECRET #13 - Explain the *benefits* of the product or service you sell**

As I said above, it's important that you mention your features. But it's DOUBLY important that you immediately explain the BENEFIT of each feature.

When you're advertising to thousands of people, it's a safe bet that they're not all the same. They come from different backgrounds, with differing education levels, different languages and more.

So it's a good rule of thumb to make your copy as easy as possible to understand without talking down to the reader. In fact, there's an easy way to check to see if you've covered the benefits properly. Check your copy by reading it and saying "So what?" at regular intervals.

If you've only listed features, this question will find the holes in

your copy. The bottom line is: you can't say "So what?" to a benefit.

**TRADE SECRET #14 - "Talk" to your customers in a friendly manner**

When someone reads your ad, it should feel like you are talking to them directly. Not in a stuffy, formal manner ... but friendly and casual.

And the first step you can take to lighten up your writing is quite simple. Simply shorten the length of your sentences.

As soon as you do, your copy automatically starts taking on a warmer, chatty feel. Ask questions, then answer them for your reader. Know what I mean? Of course you do.

And most important of all, use the word "YOU" a lot. Remember, advertising is all about *them*.

**TRADE SECRET #15 - Use an offer that will leave your reader wanting to act on it straight away**

Firstly, if you don't use an offer in your ad, then you shouldn't be surprised if you get no response. Why? BECAUSE THERE'S NOTHING TO RESPOND TO!

An effective offer gets your reader to act now and buy from YOU, not your competition. In fact, even the fact that you have an offer will put you ahead of most of your competition.

Many businesses coast along, doing little more than 'existing', using *image* advertising that says NOTHING, and offers NOTHING. And as you'll see after the next point, an offer doesn't necessarily have to be a discount. It can be many things.

The ideal offer is one that is of low cost to you, but of high perceived value to your reader.

**TRADE SECRET #16 - Test different ways of explaining your offers**

The difference between explaining the same offer, only reworded, can be up to 300% in response! It could be the difference between getting 10 sales and 30 sales.

That's powerful. So try different ways of phrasing your offer and see which works best for your business. There are multitudes of ways you can create an offer ... it may be a longer payoff period, a deluxe

version for the regular version price, a longer warranty period, a 2-for-1 deal, added value, a special pack, or free delivery.

**In fact, try this:** 3 'different' offers that are really all the same -- "Half price", "50% off" and "Buy One Get One Free". You *will* be surprised.

**TRADE SECRET #17 - Limit the amount of time or quantity of an offer**

Adding a sense of urgency is important when it comes to offers. The natural human tendency is to let things wait a while. So what you want to do is beat that urge by developing a compelling offer and then encouraging your reader to take instant action.

If they leave it they'll miss out! This is a successful tool implemented perfectly by many fast-food chains with their "limited time only" deals.

**TRADE SECRET #18 - Create a Unique Selling Proposition for your business**

A Unique Selling Proposition (USP) is a powerful tool for any company. It is the one thing you do differently from anyone else.

It helps you stand out from your competition. And once you have defined what your USP is, it also becomes simpler to create great offers.

For example, if your USP is that you run your town's most reliable delivery service - *offer to reimburse your customer's fee if you don't deliver on time.* The best prices? - *offer to beat any matched price.* The best product? - *offer to take it back if they don't like it.*

See what I mean? By doing this you keep your whole image consistent because: 1) You make it known what you stand for (your USP), and 2) You back it up with a promise. This reaffirms in your customer's mind your unique value.

**TRADE SECRET #19 - Tell your customers that you stand by what you sell**

Now, under most circumstances, business owners will stand by what they sell to their customers - they'll replace or fix any legitimate faults free of charge.

It only makes good business sense - especially if you want them to be long-term customers.

But not a lot of businesses turn their integrity into a selling point.

That's where you can start to get an edge over your competition.

Do what you can to reassure your customers that you care about what you do and that you stand by it 100% -- use signs, posters, etc-- but whatever you do, make sure you say it in your advertising.

**TRADE SECRET #20 - Offer a money-back guarantee**

To take it a step further, reassure them that if your product or service doesn't do what you say it will (and you shouldn't be selling it if it doesn't) then you will give them their money-back.

After all, it's always the buyer who's being asked to take the risk in any selling relationship - the risk of it being poor quality, or the risk of it not working. When you remove that risk, suddenly a whole lot more people are willing to try you.

What's more, statistics show again and again, that only 2% of people ever ask for their money back - particularly if you sell a quality product or service.

Most successful companies prominently state their money-back guarantee, e.g. VIDEO EZY - *Get it First Time Or Get It Free*, DOMINO'S PIZZA - *Delivered in 30 minutes or it's free*.

A money-back guarantee shows your integrity to your customers and reduces the amount of risk they take by purchasing through you. What do think yours might be?

**TRADE SECRET #21 - Use plenty of copy**

If you've ever studied successful direct response ads, they use plenty of emotive, descriptive copy. Why? Simply, because it works.

They tell the story in a fascinating "what's-in-it-for-the-reader", easy-to-read style. They build value into their product or service by painting the picture of exactly what it is you will be buying.

They talk in advantages and benefits. Some of the strongest-pulling mail-order ads have contained as many as 1,200 words of copy.

Don't ever be afraid of using long copy. Just make sure that it's interesting and contains plenty of benefits. There's no such thing as copy that's too long -- just copy that's *too boring*. You'll profit by writing this way in any ad.

**TRADE SECRET #22 - Tell the reader exactly what action you want them to take after reading the ad**

Tell your reader exactly what to do to order your product or service. You must be specific. You must tell them precisely what actions they have to take to buy what you're selling.

People love it when they are being told what to do. Why? Because they don't have to think! Your aim is to make it as easy as possible.

Tell them *"In order for you to start getting this benefit, and this benefit, pick up the phone and dial 0000 0000."* So you're reminding them of the benefits they are getting from ordering.

**TRADE SECRET #23 - Use a coupon in your advertisement**

A coupon is a great way to determine the response of your advertising. It's also good for another 4 reasons: It draws attention to your offer; it makes your offer clear and simple; it allows people who are interested in your product or service to 'put their hand up'; and it also lets you build up a detailed customer database of people that you are CERTAIN are interested in what you sell.

Coupons can offer more information, a free gift, a free sample, or a full purchase of a product.

**TRADE SECRET #24 - Code your advertisements or coupons**

When you first start advertising it's pretty easy to track where your response is coming from. But as you advertise more you should ensure you code your advertisements or coupons because they will give you absolutely vital information to base future ads on.

Even if you're just using a phone number for your customer to call you on, code the bottom of the ad.

Then just ask them what the little code or key number is at the bottom of the ad when they ring, and you'll begin to gauge how effective that ad is.

Or, make sure the copy states to bring the ad in order to qualify for your offer, and then jot down the code number on the ad.

**TRADE SECRET #25 - Re-explain the benefits of your product or service at the end of the ad or in your coupon**

It's important for you to reiterate to your reader the reason why they are deciding to buy. In some cases the reader may have jumped straight to the end of the ad or to the coupon to see what you're offering.

So it's a good idea to restate your offer and the benefits at this point anyway. But the fact is that you've taken their interest with your headline, then with your copy, your offer and your guarantee, and now they're contemplating making an order, or coming into your store, or making a phone call, or sending away for more information.

Reaffirm in their minds WHY they are taking this action. e.g. "YES, please send me a copy of ABC Product, so I can increase my productivity, save time and eliminate costly mistakes." It leaves a good taste in your customer's mouth and can increase the response of an ad by many times.

### **So how did your advertising stand up?**

If you're like many other business people, you've found "black holes" in your advertising where certain aspects are simply not there. That's O.K. My hope is that by now your mind is churning over with all the things that you want to implement in your very next ad.

Though this report only touches briefly on the many critical areas of an advertisement, rest assured they are the elements which have worked for thousands of companies all over the world.

And the best part is that you are now much more AWARE of these vital areas and have a better understanding of what you can do to begin turning your advertising results around.

### **You've saved yourself time and money already!**

This special report is a brief "data-dump" of 25 trade secrets other business people and advertising professionals have taken decades to find out, and cost themselves thousands of dollars in failed advertising.

But you don't have to do that. Why reinvent the wheel? You can benefit from their knowledge right now.

### ***The next step is easy...***

If you want to start producing effective advertising, make sure your ads contain at least some of the essentials I've told you about here.

### **Start including in your advertising things like:**

- ⇒ A headline which communicates a clear, compelling benefit (never forget that to get someone's interest you have to offer them an advantage of some sort.)
- ⇒ Subheadings which elaborate on the benefits and help break

- ⇒ up the copy
- ⇒ Graphics which the reader can identify with and which help them understand what you are offering
- ⇒ Lively copy to keep your reader excited throughout the whole ad
- ⇒ Compelling offers that are virtually impossible to refuse
- ⇒ Testimonials from your customers which reassure your readers that the same results can be achieved by them
- ⇒ Ordering information that is complete, compelling and easy to understand
- ⇒ A guarantee to reverse the risk of the buyer, and
- ⇒ A call to action that tells your customers exactly what they can do to get what it is you have

**Now, you may not choose to use all of these steps, it's up to you how successful you want your ads to be. But even a few will start to improve your results.**

One thing is for sure though, as you begin to make these adjustments you'll find so much more power and predictability in your advertising.

- ◆ You'll increase your response
- ◆ You'll sell more of your product or service because your readers will understand so much more about it
- ◆ Your ads and sales letters will stop being money-wasters and start being profit generators
- ◆ You'll be churning out ads that bring in the orders because they contain a complete sales argument, instead of a quick, harsh sales pitch
- ◆ You'll become more trusted amongst your clientele because you'll be much more honest in your communication; and
- ◆ You'll begin to know WHY and WHEN your advertising is working.

And really, is there anything greater than that? There's not a single more important skill in business than being able to create ads that generate hot leads, customers and sales.

Think about it ... the reason 90% of businesses fail within the first few years is that they don't know how to get enough sales! Effective advertising dramatically increases your profitability.

You've just taken the first step to learning that skill and improving your advertising. Good luck to you and may you find much more success in the future.