



The Copy You Use In Your Marketing And Advertising Should Act Like An Army Of Tiny Salesmen.

Think about it this way. If you play a radio ad that is heard by 50,000 people, that's 50,000 chances to give a sales presentation.

It's not some big nebulous blob of people, its 50,000 separate individuals all hearing your ad in a "1 on 1" communication.

Now think about this: if you had a chance to make a 60 second sales presentation 50,000 times to 50,000 individuals, what would you say to them during that one minute to give the most information, build the most confidence and the best case, and lowered the risk of finding out more?

What would you say?

If you were there in person would you just say "we exist"...come buy from us for no justifiable, rational reason?

Not one advertisement in a hundred presents any kind of a case for a product – instead, most ads mindlessly rattle off features and benefits that serve more to proclaim “WE EXIST!” than to give a justifiable, rational reason why someone would want to do business with you.

This situation is generally true for any medium. But realize this presents a tremendous opportunity for you – that is, if you’re the only one who knows how to *exploit* this opportunity.

Advertising is salesmanship multiplied. All that means is that your advertisements should make a case for your product or service just the same as in a face-to-face selling situation.

Think of your marketing & advertising copy as an army of tiny salesmen. You personally couldn’t give a sales presentation to 50,000 individuals, but you can let your army of tiny salesmen – YOUR COPY – present the same compelling message that you would in person.

So here’s the acid test: If you were talking live to a hot prospect, would you say the same thing your current advertisements say to convince him to buy from you? Or would you say something else instead?

If you’d say something else, then you need to rethink your advertising strategy. Think about it. When somebody is considering buying something, the one thing they want is INFORMATION – useful, helpful, no-bull information.

That’s why people are so resistant to the sales process. They *expect* the salesman to say *whatever* it takes to get the sale. People are more hands-off now. They want to gather information themselves. The more information you can give them in your advertisements, the better your chance to generate action. Make your advertisements work on straight commission, just like you would a regular salesman. If the ads can’t justify their own cost, then FIRE THEM!