



## **Does Your Marketing and Advertising Copy Fail This Critical Test?**

This is an evaluation you can use to evaluate your advertisements. It can be kind of hard to swallow if you get caught failing it. Here's how it works.

Read your advertisement out loud.

Now, honestly--and I mean honestly--evaluate whether you've said anything that in that ad that any of your competitors could also say.

Here's the acid test: If you can cross off your company's name from your ad and write in the name of your competitor and if the ad is still valid....YOU FAIL THE TEST!

Let me give you some symptoms of what I see in ads that fail this evaluation.

- "Residential and Commercial"
- "Free Consultation"
- "Design – Service – Installation"
- "Your Satisfaction is our Priority"
- "Safe, Reliable and Timely Service"

I could go on and on....

But do this right now. Go to the Yellow Pages. Look at the ads for LAWN SERVICE. Pick two...and simply switch the names of companies. Is the ad, for the most part, still valid?

This applies to ANY tactic (web pages, newspaper ads, radio ads, brochures, etc...)

So how is a prospect supposed to determine whether any company is any better or any worse than any other company? THEY CAN'T!

So what do you think happens? They call around and ask about PRICE!

And who could blame them? Based on the ads, they have nothing else to compare one company for the next. All the ads are interchangeable, so why wouldn't they shop price?

If your ads are failing this test, you've got some real problems to deal with.

Remember, your ad has to build a case for whatever it is you are selling. You've got to make claims that are specific, quantifiable, and believable...and in advertising...interesting!

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