



Is Your Copy Guilty of This?

"Who else can say that?" is an evaluation question you can use to evaluate your writing - especially your headlines.

Pay close attention to this one.

The question is not who else can do what you do. The question is who else can **say** what you say. The answer is usually.... *anybody and everybody*.

Ask this question: "Who else can say that?"

If you've got a great inside reality, but don't exploit it in your advertising by saying it well, then any anyone can say what you say...whether or not they can perform at your level.

Here are a couple other examples from other companies: A big **Barbecue Catering Company** stated in their advertising that: "The flavor and taste of our quality meats gives you the best BBQ you've ever eaten." *Oh, now that's really believable....* Who else could say that? Every other barbeque company on the planet would say the exact same thing.

Guess what industry this is:

"Experienced staff; company in business 35 years. Customer service always available. I'm always available to client after the sale."

Who else can say that? This could be any company, any industry.

Here's a chiropractor with a headline that says, "Gentle Techniques To Relieve Your Back Pain." That's original. I would hope so. Who else can say that?

Review all the copy you use in your business and run it through this simple evaluation, especially your headlines. If anyone else can say what you're saying, how do you expect to stand out in the crowded marketplace?