

MY NOTE TAKING NERD

“Giving You The Edge”



**What My Note Taking Nerd Learned
From Gary Bencivenga 100 Seminar!**

Gary is a big fan of the 1% solution. If you improve 1% per week in 70 weeks your twice as good. There's incredible compounding here. So that in a very short period of time, you can go from being mediocre to great, from being great to being a superstar, from being a superstar to being excellent - to being the top of the field.

One of the ways to do that in copywriting is to read one good ad or at least a piece of one good ad every day, so that you're always seeing what great copywriting looks like, what great marketing looks like

The original definition of advertising is salesmanship in print. Now, because there are different media you might change that to salesmanship multiplied.

Here is the kicker though: Salesmanship changes when it's multiplied. When people have the power to throw out a letter, to turn the page, to dismiss you without you even knowing it, the game changes. Also the definition of salesmanship has changed over the past 100 years, even over the past 30 years. What works in selling people is evolving and is almost nothing like the salesmanship of even 30 or 40 years ago.

As every year goes on, people are subjected to more and more sales presentations in the course of their average day. And so people are actively seeking to avoid just these presentations. And so obviously, the method that we use to persuade people has to change to accommodate this.

There are basically two categories that divide a sale:

1. opening the sale: starting a conversation
2. closing the sale: getting the order, getting the money.

So these are the two main branches of salesmanship. Obviously these are two very large categories in and of themselves, and they have many branches.

When most fishermen go out to fish, they think like fishermen. When a master goes out what he thinks like a fish. Now obviously, substitute marketer and market for fishermen and fish, and you'll see that it's a very profound point. When you spend most of your time thinking like your market, you'll do much better.

It's an easy trap to fall into to stop thinking like your market, to forget that there are real people at the other end of your letters or of your communications, and instead to focus on different ways to persuade or different ways to craft your offer. But one of the most powerful things that you can do is to spend your time thinking like your market, what would catch their attention or, what would catch your attention If you were in that market

Further if we spend time studying the market environment then we'll have an even better understanding

The biggest obstacle that we as marketers face is not bad offers, or weak headlines, but **clutter -standing out in the crowd**. And this is the whole idea behind the now antiquated book positioning

So people are actively avoiding sales messages now, and little wonder in our society. There's at least 3000 sales messages a day being broadcast at us and that number is only getting bigger. So the first key is to not look like a sales message or not look like an advertisement

Something that's very important about this increase in advertisements being broadcast to people and the change in salesmanship, is that the classic ads are no longer applicable. The classic formulas of the 1950's and 60s and 1970s and 80s no longer work. So it can be a very large waste of time and resources to be studying classic direct mail, because it's no longer an applicable model.

So a better way to get a swipe file than going to the classics is to see what's currently working sign up to Phillips, to Boardroom, to Agora, and see what's appearing time and time again, how its sequenced, and take lessons from that.

A 5 word secret to break through the clutter is: **“Make your advertising itself valuable”**

One of the things that David Ogilvy did was to create an ad on how to make your advertising more effective. He said (in the ad). “We have brought in \$3 billion for our clients. We've spent \$40 million tracking results and testing and learning. Here are some of the things we've learned...” and then just a big list. Now, this is valuable information, but it's also fantastic advertising for his advertising agency

An expensive way to make yourself not look like an ad is FedEx -there's no way the business owners can throw out their FedEx. They get opened and read more than anything else,

Less expensive but still generating a lot of a response is a personal letter.

If you start objecting to these methods, saying “that is way too expensive for what we do”, ask yourself: “Am I thinking like a marketer, or am I thinking like my market.”

Gary B calls it the crackerjack principle but lumpy mail is also a great way to increase your response rate you get the lumpy envelope and you want to see what's in it

One of Gary's great tricks for getting read is what he calls the Trojan horse welcome package. What it is is a package that's designed to look like something you'd get after signing up to a magazine. So it comes in an envelope and says, “Your welcome bonus for joining the whatever family: here's a one volume edition of the following secrets...” and then on the inside, he said something like “We want to welcome you to the Blank family and give you a little hint of what we offer. If you would like to continue receiving magazines or continue receiving whatever or get more information, then please

subscribe... ”the point is that it's designed to look like you've already signed up. So when you get it in the mail. You're either thinking did I sign up for this or are they going to start to bill me whatever you're thinking, though, you have to open it to see

The GaryB positioning: instead of saying I'm a copywriter or I write direct mail what he says is **“Do you know how every business wants to get more business? Well, I know everything there is to know about getting more business**

For an ego boost: Gary wholly recommends the method that I used to start my consulting practice and what he says is there's tremendous leverage in creating marketing campaigns for local practices or local businesses, because you can take what works in one and go to thousands of noncompetitive practices and with little to no tweaking, you can reuse the same material.

So that covers opening the sale. **The big idea is to not look like a sales message**, to give away value, and give the impression that it's too valuable to throw away. We talked about some tricks to get the mail opened, and now we're going to move on to the second branch, closing the sale.

All persuasion begins with the person that you're trying to help or trying to sell so often persuasion goes wrong or salesmanship goes wrong, because you're simply trying to sell without regard for whether or not, anybody wants or needs it

12 words that are at the heart of all persuasion twelve words that marketers should live by are **“find out what people want and show them how to get it”**

The first step to all great marketing is to be in perfect sync with what your market wants.

It sounds obvious but only try to persuade people who need what you're offering to buy what you're offering the greatest copywriter in the world won't get you to take aspirin if you don't have a headache or to get surgery done if you don't need it.

It sounds obvious but at all times remember never sell something just because you want to sell it only sell something because people want to buy it.

Gary B has a copy writing formula it's four parts that you can use to create and to grade direct mail pieces.

It starts with a problem want or desire, then the advertiser or salesperson makes a promise to solve that problem or fulfill that want or desire. Next you provide proof you are solving that problem in a way that's believable and then make a proposition to get them to act now and that is the four step copywriting formula.

To make it more powerful you get increased results if it's an urgent problem if your promise is unique if you offer unquestionable proof. And if you create a user friendly proposition or an easy way to take you up on the offer

as a multiplied salesmen, you have absolutely no power they get to determine if they keep reading they get to determine if they read at all. They get to determine whether or not they throw you into garbage. The only power that you have is to anticipate their needs and to write such compelling copy or that they want to continue reading

Gary defines salesmanship as the science of anticipating prospects objections

the five universal objections are **number one I'm too busy** or I have no time this we take care of with our opening gambit in other words, sending a little black book, that they can't throw out, sending them an audio CD or a DVD sending them something in a package that will ensure it gets opened at some point

objection number two is no interest

Objection number 3 is no differentiation from your competition.

Number four I don't believe you and number five no decision when they said well let me think it over and they put it off and never get to it

Now to grading an ad question number one is it solving a problem of the target market if it is given 15 .if it's satisfying an urgent want or desire add another 10 points and you do this with the four elements of the copywriting formula and you can pretty quickly get a numeric scoring, which will give you a good idea of how well that piece is going to pull.

So is clearly making a promise 15 is a doing it in a unique way 25 do you give proof 15 points if it's really strong or unquestionable proof. That's 25, and finally is there a proposition to act now 15, and if it's a friendly proposition and easy to do 25

Finally if you use one of the methods to ensure that its opened in other words, the crackerjack bonus a novel piece of content like a black book or a data stick. Then give it another 20 points. So we get 120 .scale.

When Bencivenga was with a copy writing firm one of the cocky proposals that they made was run a test with an ad that we create and your current control. If we don't beat your control, by 10% at a minimum. Then, you don't owe us anything and we'll pay for the mailing of our half. So it will cost you nothing

After doing that nobody wanted to take them up on the test, instead the response was you guys seem to know what you're doing. Just come and do work for us

In the early days Gary discovered that if you put more of your attention on the proof element of the formula that will drive response higher more than anything else.

In fact master salespeople usually make sales by emphasizing the proof anybody can make a promise, but proof is what changes people's minds.

Proof is so important because it's the hardest part of the persuasion formula to manufacture

A very important premise without belief nobody buys and the higher the degree of belief, the more likely people are to buy

The strongest ads on all pile layer upon layer of compelling proof. This is much more than a couple of testimonials and a good guarantee that's par for the course you really must emphasize proof. Through out your copy

Be especially careful of jacking up your promise without a corresponding increase in proof the greater the promise the more proof is required, because people are wary of things that seem too good to be true.

Perhaps the greatest proof is demonstration Claude Hopkins said that no amount of argument or logic can beat one good demonstration

Consider the story of Otis elevators in the 1850s and before people were afraid of elevators because if the cables snapped, they died. Otis invented a system that would automatically stop the elevator after the cables snapped a self braking mechanism. But for two years, nobody believed him until a world's fair type of event, he demonstrated by being in an elevator ten or 20 stories up and had somebody cut both cables with an ax and he was standing in the elevator His belief and of course the fact that his system worked change the face of architecture skyscrapers started going up, because elevators were considered safe.

The main point is that without proof, that would not have happened he had a system he had a big claim but because he didn't prove it, nobody cared.

Gary strongly disagrees with the classic notion that you really have to talk to the emotion, because emotion is good to get people interested, but it can't sell them. Proof is what sells them people are so used to promises which are all that emotional appeals are that they tune most of them out

Of course that doesn't mean that you can let the other three areas of the persuasion formula go of course you have to make a compelling promise, but it has to be backed up by proof and your always better to have more proof than promise

Creative guarantees are another element of proof, so not just satisfaction guaranteed, but the 110% money back guarantee, or you must experience the following benefits or we'll give you your money back.

Another element of proof is reason why advertising David Ogilvy didn't believe there was any other type of legitimate advertising.

People hear so many claims, but rarely are these claims backed up with even the most specious of proof so by saying something like bounty paper towels absorbs twice as much because it's 2 ply well now there is a reason why you can accept that claim. And so it's much more readily accepted note that this is also taking advantage of the influence principle of because.

Proof element number four is **including specifics, you can create very long** headlines that pull successfully if you use specifics in them but throughout your marketing. You want to include as many specifics, as you can to make it more believable.

Another use of specificity is in singling out the market that you're interested in so your headline states a very specific problem, so anybody who has that problem will read.

Be careful of cargo cult marketing just because your marketing follows the form of successful marketing don't think that it will generate the results the underlying principles have to be in place. A lot of the time. This means providing useful information along with your offer.

Gary found that with some magalogs, the more bullets he took off the cover of the better. The response rate was in other words, the less he sold it through. Copy the more money he got because he was making it look less like an advertisement and more like a magazine.

Another way to include proof is to make what you're writing look like an exposé a great response campaign that Gary was involved in had a champion of vitamins release a report that was titled the great vitamin hoax and he said I can't recommend all vitamins. Equally, because there are many unethical people entering the market. So here are the vitamins that I know are made right or here are ways to find out whether or not. These are the good kind or the bad kind. It seems like that is a very applicable way to market in just about any business.

Another great proof element is explaining the mechanism so you explain to them the underlying theory or the underlying practice of why it works.

Playing against type is another great way to get a piece read but also to generate proof. So it's like the vitamin champion coming out against the vitamins or like a conservative financial guru saying the Democrat win is a good thing when you play against type, you almost force people to read what you're saying.

Another proof element acknowledging disbelief if you have a very strong promise sometimes the best thing that you can do is acknowledge skepticism or disbelief. So it's the I was skeptical too, until I saw... and then list your proof

here is an interesting case study Gary tweaked a headline that said 2 reasons why the price of silver may rise in the next six months and he changed it to 2 reasons why the price of silver will rise in the next six months. response dropped dramatically, which

seems counterintuitive, but there is the believability issue people are more willing to believe. If you don't state things in bald certainties. If there's wiggle room that more closely models. Real life.

So sometimes adding qualifiers to your headline or your promise will actually dramatically increase response

remember the prospect doubts just about everything they're looking for reasons to throw away your advertising and so an unbelievable promise is certainly a way to have that happen.

So this is the principle of admitting faults or shortfalls saying this isn't perfect, it's not a magic pill, but it's still well worth your time and money by admitting the small faults or flaws. You make everything else seem so much more believable,

Finally specialization there is a great benefit to being the expert in a specialized niche, because when people in that niche need what you have to offer you're the one they go to. You don't go to your family doctor if you have an extremely rare and brain tumor and you don't go to a department store if you want a very specific or very expensive or rare item. You go to the specialists

You want your clients to think that you're a specialist in the area that they're retaining you for you maybe a specialist in five other areas, but you don't want them to see that you want them to see you as a very focused specialist

So those are some thoughts on proving your claims the importance of it and some examples of how to do it.

You'll get yourself into a lot of trouble if you think about products that you can produce first and later think about how to sell them instead go back to the Bencivenga formula. The first step is to identify a want or a need and then figure out how to fulfill that. It is not to try to shape other people's wants or needs into your product.

So Gary's formula makes it very easy to evaluate copy it doesn't make it easy to write but once it's written and you want to tweak it. You can see which areas need to be worked on

So before you decide to create a product ask the question where is the human cry for this product or the humanity to have this want satisfied.

So when you're considering new products always look for a built in Blockbuster proof element because if you already know. That's what sells, then why not engineer it in

so the Franklin mint had some great tactics number one was they partnered with Harley Davidson to do some replica's. So they're getting a built in starving crowd. People who are very passionate about the brand. They're also getting the only license to use the

trademark. So they've stopped all knockoff artists, and it hasn't cost a dime to get this list, This market, or this protection from knockoff artists. Fantastic.

Another great thing they did was partner with the national space Institute to create some coins and they'd send out these silver coins at a markup of about 600% or so, and with the first coin they sent a display chest that had spots for all 100 coins that they offered. Now you can't display two or three coins and have 97 slots empty, so most people bought a lot more than they otherwise would have

it takes advantage of a psychological effect that says that once people start something. There is a powerful urge to complete [it. so](#) if you have a series of things that you can sell, or a number of things to complete a collection, if you can induce people to think that they have started a collection. They will continue going until they finish.

So whether it's creating products or acquiring product or joint venturing, always keep your eye open for the proof element

Remember people will just as easily buy a premium as your main product an example Gary was selling a newsletter about international investments in Switzerland, and he was having a hard time determining how to make it more exciting in the copy. So, he worked with the owner of the newsletter, and they decided to offer a premium that the magazine or newsletter, owner would create a numbered Swiss bank account and deposit one gold ingot for everybody who ordered the newsletter. There is a very sexy premium that probably sold a lot more than the product itself.

Premiums can be your magic wand if you could wave a magic wand and do whatever you wanted to make the product more salable what would it be well. Premiums allow you to do that,

you can attach anybody's credibility to yourself by giving away their books as one of your bonuses if you're selling golf clubs, then offer a book that Tiger Woods wrote and you're getting an implicit endorsement.

When you're naming your product Claude Hopkins advises to try to put a benefit in your name.

If you want to do copywriting for others than the coin of the realm is to have a control piece with your name on it if you've written something that has beaten a previous control. Then you're doing well and that's really the first thing that people will look at. That's your resume as a copywriter

one of Gary's tricks is that he keeps a folder with ads that made him buy he says enjoy the process of buying a because that gets you closer to how your prospects feel when they buy from you.

Never disdain design and its importance in getting pieces opened and read the key is to be able to go to a good designer and tell them what you want it to look like give them specific instructions and then let them design it.

One of the big secrets of being a freelance copy writer and beating the controls is timing. When you go against the controls, once they start to get weak. Once they've been around for long enough that anybody who was going to buy has bought, then you go in with something different. Something novel and you can beat the control or, if you beat the control then you look heroic

Don't look for marketing challenges as a freelance copywriter don't try to sell sand in the desert. Look for products that are inherently valuable, otherwise you're overestimating what marketing can do and you'll lose a lot of money or effort in trying to do the impossible.

Perhaps the most common negotiating technique is when somebody who you quote your fee to says Ouch. the natural reaction is to try to bring the price down or increase your value, but much of the time. They're just trying to see if you'll go lower they'll happily pay the price you quoted, but they want to see if you'll move.

So it's incredibly important to remember when you're selling face to face that you want to let the other person tell you how to sell them if they sit down and say, all right. Sell me don't launch into your spiel. Instead, tell them well. I don't know if I can sell you. I don't know if what I have is right for you, but let me ask you a couple of questions so that we can figure out whether or not. We're right for each other, and then start asking your diagnostic questions.

So when Gary writes a proposal he starts off by feeding back to the prospect every headache and every problem that they've talked to him about. He says, be careful that you don't use the word problem, because nobody likes to admit that they told somebody else all of their problems, but you can certainly give them a situation report.

So writing a proposal follows the same persuasion equation you start out by finding out their problems and then feeding them back to the prospect then you make your promise. Here's how I think I can help you then provide proof. And finally make your offer here are my rates. Here's how it will happen

So we're going to start to talk now about constructing a campaign. The first stage is research be extremely thorough in your research tell the client to give you as much material as possible interview as many people as you can. You can't be too thorough in researching, because often you will find something in the research. That will be the kernel for a great ad or a great campaign.

Be very deliberate in separating your writing and creation from your research it's an easy trap to fall into to come up with a great headline. And then to tailor your research too that headline. instead. You want to separate the phases if something comes to you in

your research take a note of it and let it go, come back to it when it's time to do the research or time to do the writing

in your research you're looking for a lot of material try to get at least seven times as much as you could possibly use ask questions like why is the product made this way or why do you deliver the service this way why is that different from alternative approaches trying to tap into the lingo and the hot buttons of your target market

Of course throughout your research you want to be looking for ways to fill in the persuasion of equation so look for the problem that you're clients are having look for promises that would be appealing to the market. Look for proof, within the product or service. Look for compelling ways to make the offer

Collect templated bullets and headlines that you can just substitute in facts about your product for.

So when you're researching material read through very carefully and think about it after every sentence or every paragraph, and see what you can squeeze out of it. As far as marketing material goes.

It's very important to put your copy in a logical order lay it out in a logical fashion so that you're moving through it without having to backtrack or stop and think about it too often you want to the natural sequence. When you're going through

Gary budgets his time on a project as follows 40% research 40% writing and 20% polishing

Gary advocates a regular schedule so that you're doing your research at the same time everyday you're doing your writing at the same time everyday

At the start of a project forward momentum is the most important thing don't worry about perfection in the early stages Gary recommends splitting up your project into five parts number one research. You just gather as much information as you can don't worry about synthesizing it into compelling marketing at this stage

Number two organize your notes into logical sections number three come up with your main theme and organize your sales arguments accordingly. Step four you start writing and then step five is to polish the total package.

So don't mix these steps don't try to get a perfectly polished headline when you're still doing research

and that closes his section on creating a campaign for advertisement

on file 702 the world's greatest list broker is talking about the many elements and checklists needed to decide which list to use see if there is a copy of his slideshow. Otherwise, come back and transcribe every point that he makes,

There were some very good list secrets shared but it seemed to be more aimed at people who are going to be looking at very large markets one million 10 million 100 million names so not so applicable for my current interest, and hence the lack of notes,

So now we're going to talk about some street smart tactics for copyright number one after you've done your research write 20 to 25 good headlines. If you do this sincerely, and really try to make each one good, what you're going to find is that when you get up to 15, 20, 25. You're going to have a lot higher quality headlines than the first one you thought of

Next..start your body copy by paying off your headline in other words don't split the tasks of headline and body copy. So that they're almost unrelated.

Next remember that you're writing to an individual so be very careful of starting out with a group salutation. He chides Chevy's commercial come on out, America and buy a Chevy nobody thinks of himself as that group now. If you're getting very, very specific into a niche. You may be able to get away from, but it's always better to be personalized

Now, what might be considered an exception in space advertising address the readers of that publication if you're advertising in the New York Times startoff with a special offer to readers of the New York Time

Next be very wary of curiosity headlines where you don't even know what the ad is selling. So you have a giant edge if you have a benefit in your headline rather than the curiosity drive

Sometimes the best way to overcome a very strong objection is to state it very clearly in your headline for example for a company that sold shoes by mail. The headline was buy shoes by mail?. You've got to be kidding so this is similar to the exposé trick to get people reading.

There is no such thing as a commodity product when you know how to combine it with information. For example when Gary was working on the shell account, and what's more of a commodity than gasoline. What they did was produce a series of books for drivers that were educational in nature. How to get better gas mileage how to know when to repair your brake line. What to do in case of an accident these brought an incredible amount of people into Shell stations across the country 900 million

Always aim for the heart of your markets the hardcore group so use the lingo that they will understand don't try to catch everybody with your net. Don't try to dumb it down so that people on the periphery can also understand your ad. Instead, target it to the heart of your group and if the periphery wants to come along then that's fine.

Test out many headlines in each of the four parts of the Bencivenga equation

In your headline instead of just making an offer consider putting in a conditional if you can insert condition then you can promise um. It is a great psychological effect, it makes people ask themselves can I meet that condition. Yes I can they get all excited and order your thing

Gary uses a great technique to rate headlines and get feedback on headlines he calls it the **translation technique find your friends or girlfriend or family and ask them to not rate the headline that you've written, but ask them if the headline was translated to something they were extremely interested in would they buy the product** for an example. If you're girlfriend likes to cook, and you've written a headline for a financial newsletter, translate that from a financial newsletter to cooking fill in the blanks differently, and ask her if she would buy that cooking product

More succinctly translate in anything that you're passionate about and if you feel a gut reaction of excitement about that. Then, you know, you have a good headline. If you don't feel excited about it. Even when it's describing something you're passionate about, then you have a loser

Gary is talking about some good phrases to start your body copy number one picture this. Then you paint the scene he uses an example of selling a burglar alarm and starting off with picture this your home from a late night out with your friends. When you walk in the front door. Your heart sinks, everything is gone well you need never worry about this. If you have da da da da da

number two start by asking has this ever happened to you, and then talk about an experience common within that

Another good way to start body copy is just to start off with benefits. Start with now you can, and then list a bunch of benefit bullets.

Or you can start with the word imagine and then you paint a picture of all of the benefits. And great things of that the prospect can do once they have your product or service.

Next the hard to believe question after you've listed a lot of benefits that may seem too good to be true right hard to believe perhaps but I'm not asking you to believe anything just yet. Until you see the evidence for your self. All I ask is that you refrain from disbelieving, while I show you my proof

After saying that you can then go right back to benefits before finally moving in to your proof the important part is that you address the inner skeptic of every reader address. The cautious adult, and then you can go back to appealing to the inner child that wants everything

Gary says that you can't just lead with raw emotion, you have to put the skeptic to rest with either proof or with something like that last bit of copy and then you can go into emotion

never let a negative or a potential objection stand in your copy for example, if you're trying to sell a house you might say. This house cost 350, 000, and leave it at that a little better is saying this house costs 350,000 and that's a good buy in this neighborhood much better is this house cost \$350,000. That's a good buy in this neighborhood. We know that, because our census data shows that houses in this block average \$420,000. So, what we're doing here is providing promise and proof or would layering on the proof. So were saying here is our statement this proves to you that it's a good thing and this proves that that's true.

Next always use an outline to determine how your copy will flow remember your readers will not go with your flow of consciousness.

You want to use paragraph openers in your body copy like but more over and not only that and we're just getting started. This is why, in addition to this is why because of these factors and we use these words at the beginning of paragraphs to drive people back toward the start of the copy. So that if they were to start reading halfway through, they would have to go back to paragraph to understand what the paragraph they started on was talking about, what words like those do is make people feel like they're missing something if they skip over any piece of your copy.

You can work the consistency principle into your copy or salesmanship with things like you wouldn't agree to buy a car without taking a test drive. So that's why I invite you to try out. This product, and because they agree with the first part. The second part sounds logical,

These nine words can work magic for copy and they are. I have a problem and I need your help

Trying to give away a sample of your product may fail because people are inherently skeptical, but if you say I would like your opinion on something and as a reward I will give you my product for this amount of time then you're going to get much better response

When your creativity completely fails create a common enemy so that you can align with your prospect or get on the same side of the table with them

For headlines as a last resort go to the fill in the blank of the classic formulas Gary feels strongly that your first resort, should not be to fill in the blank, but rather to state your benefits or make your promise or offer some proof of your unique product or service.

Keep an eye on the best seller lists of books, look at the New York Times and Amazon.com's bestselling books that will give you a great idea of things to include as premiums.

Be ruthless about getting the three hours a day of what ever your highest value added is

Break up your writing and editing into two very distinct phases Gary says write like an arsonist. Not caring what anybody thinks, and just get through it edit like a Supreme Court justice

When you're reading your one ad per day ask yourself how could I make this better sometimes that's a very depressing question, because the ads are so good, but always be trying to improve them

Concentrate all of your focus on reading the best material not the most material instead of reading all hundred or 200 books on marketing and sales that come out every year. reread the 10 best of all time read Schwartz 10 times rather than 10 other books.

Design can really make or break your marketing often you want to go with an A B A format anything but advertising. So if you do a magalog you want to make sure that it looks like a magazine don't cram thousand bullets on the front. But instead choose a few that will bring people in.

Now, that being said about design designs function is to bring out the best in copy the design itself cannot sell. You'll never find a designer coming up with a main idea and a copywriter writing around it At least, you will not find that successfully

Technical note try to use serif type fonts the eye is used to reading serif type fonts

Gary once had two identical ads run one week apart the serif ad out pulled by 88%

headlines it's fine to use sans serif but in body copy only use serif.

People tend to look at visuals first so you want to have your visuals on the left where they are going to start reading anyway. Even more important than this is to have your visuals, near the top of the page, because people read from top to bottom. You don't want to draw their attention to the middle of the page first and then make them go to the top.

When you're doing space adds or editorial style ads beware of wide columns try to keep your call them would it no longer than 60 characters

this is interesting never put a period After a headline it depresses response in

the same fashion never end. The first page of a sales letter with a period

All photos should have captions your readers will look for them so don't put an uncaptioned photo in an advertisement

Remember that your order form should always be a miniature ad because very often your readers will go right to the order form and if all they see is a high price tag than you're probably in trouble.

Gary says don't kill widows in this case a widow is one or two or three words on their own line at the end of a paragraph. Some people try to get rid of them or change the typeface. So that they're on their own line, but these make it easier to read the paragraph. So leave them in

Use subheads to reboost a readers interest there should be at least one per page in the longer letters

Try to avoid sending brochures with letters your brochure will automatically flag it as an advertisement.

Make sure that your response device fits inside your return envelope.

Make sure your address and contact information are on every piece of the package

and that concludes his section on design.

So Now we are going to talk about the alchemy of desire.

Desire is almost infinite there is an incredible range of things that people desire

Desires are replaced almost as quickly as they're fulfilled when somebody meets one of their desires or goals they immediately have something else that replaces it to something else that they want.

Desires are hard to create but easy to intensify

desires generally shift from quantity to quality

desires always subdivide from the general to the highly specialized and so to do hot product categories to meet these newly divided desires.

So an easy way to figure out a hot new category is to look at what is currently hot and try to figure out how it might subdivide

a technique for getting better space ad prices that Ted Nicholas used was to send in a letter with the ad that you wanted to run and a check for half of their rate and he wrote to them. I know your rate is \$8,000, but I'm a mail order advertiser. I can't afford \$8000 for that space, I can afford \$4000. So, if you can run my ad, then please cash this check for

\$4,000. Otherwise, please send it back and it's very hard for the advertising managers at the magazines to turnaway money.

If you're selling to the great unwashed masses then go to Internet chat rooms that cater to them, and it's a great way to find what they are concerned about to pick up their vocabulary and lingo and is a fantastic source of marketing information,