

7 Basic Steps to Successful Advertising

Adapted from John Caples' *Making Ads Pay* by **Konrad Holden**

When you sit down to put together a piece of advertising, does a blank page stare back at you?

Are you unsure that this message will really connect with your audience?

Or maybe you have a puzzler in front of you and you're not even sure which way to go with it?

What has always helped me get past that blank page is revisiting the fundamentals of advertising and go from there.

So, in the pages below you can find the 7 Basic Steps to Successful Advertising from the legendary ad writer of the early 1900s. Not only did he author 5 wildly popular books on advertising (which are still popular today), he wrote one of the most famous (and successful) ads ever written with the headline "They Laughed When I Sat Down at the Piano".

But without further ado, for your enjoyment and profits, here are the 7 Basic Steps to Successful Advertising:

1. Does your ad attract the right audience?

Now, if you're like me, the headline I mentioned above by John Caples does not appeal to you all that much (unless you have a desperate, unfulfilled desire to play the piano).

But it attracted the audience that Mr. Caples was aiming for.

A temptation of marketers is to cast a broad net. The thinking goes something like this...

"The more eyeballs I can get on my ad, the more sales I will make."

Rather, your headline should attract the one specific person (or type) you want to sell to.

The most extreme example (and one that works quite well in many cases) is this:

"New Gun Owner, Do You Know the Top 5 Gun Safety Mistakes?"

A more subtle way is to use specific examples only your target audience could identify with:

"Does Your Concealed Carry Gun Pass this Reliability Test?"

2. Does your ad hold the audience?

They say the most important part of an ad is the headline, first sentence, or opening graphic.

If you can get them hooked, you've won half the battle. BUT, you must KEEP their attention.

You should write like your prospect has their cursor hovering over the exit button on their browser (because they probably do).

The easiest way to hold your audience is to immediately give them more of what attracted them in the headline.

For example...

Headline: "Does Your Concealed Carry Gun Pass this Reliability Test?"

First two sentences: "Many concealed carry guns don't pass. And what's more, some of the big name brands that boast of reliability have never even thought of this."

Now, if you're curious what this test is, I don't even know.

But here's the point: if someone is hooked by your headline, you want to continue the same thought so they know they will get what they came for.

3. Does your copy create desire?

Now, this one is extremely important because many marketers go about this in the worst way.

The ONLY consistent way to create desire is to talk about what benefits a customer will receive if they make a purchase.

The vast majority of people list product features...without connecting them to actual benefits that customers will get. You can create desire by piling up the advantages and benefits that your customer will have once they purchase your product.

4. Do you prove it is a bargain?

Everyone wants to get a deal.

This is one of the oldest schemes in advertising that works and works and works.

The best example of this is probably the ShamWow commercials (those super absorbent cloths sold on TV some years ago).

The original set was \$19.95, but if you bought today you get a second set for only \$5 more AND you get the ShamWow mop for FREE! A \$95 dollar value for only \$24.95!

By stacking up value and contrasting it with the price they will pay, you can make your product a “no-brainer” purchase.

If your advertising has people wondering, “Why wouldn’t I buy this?”, then you have succeeded.

5. Do you establish confidence?

When customers look at your ad, they are continually wondering...

“Is this actually a good product?”

“Will this even work for me?”

Even after a customer is convinced of your product, they naturally want to find a way to justify not buying.

Here are some simple ways to boost confidence in your products:

“100,000s Sold.”

“Trusted by these top experts...”

“30-Day money back guarantee if you’re not satisfied.”

6. Do you make it easy to act?

Unfortunately, the firearms industry has lots of hoops to jump through to get to the final sale of a weapon. For holsters, parts, and other accessories, it is easier to get to the sale immediately.

But here’s the most important thing: Your customer should know exactly what you want him to do. There should be no confusion about what is next.

And if possible, purchasing should only be one click or call away.

7. Do you give prospects a reason to act at once?

Consider the following situation:

You receive an email asking you to sign up for a webinar that would you truly help you solve a problem at work. At this point, many marketers would assume that you are interested so you will sign up immediately.

But imagine you also know you have a huge project due that afternoon and you're going to start on it once you finish checking your email. Or your boss walks in and announces an unplanned meeting.

There are many things in your prospect's world competing for their attention: emergencies, children, coworkers, and their plain laziness.

You must give prospects a reason to get up and act immediately.

This is why every infomercial you see says only the next 100 callers are eligible or they limit the bonus items to people who call in the next 15 minutes.

Do you need results-oriented copy for your next marketing campaign?

You may be running a campaign for an existing product. Or you may be promoting something entirely new.

Either way, your campaign needs results-getting copy that grabs the reader's attention and persuades them to buy. Copy that is specially-designed for your company and market takes a campaign from a meager response to sky-high revenue.

Today, schedule a FREE Consultation Call to get started with your project. No obligation, of course.

Just email your 3 preferred meeting times to konradholdenwriting@gmail.com today.

Sincerely,
Konrad Holden

P.S. – As an added Bonus, I will throw in a FREE Critique of the copy on any one ad you would like, delivered to you in writing.