



# Designing For Success

## The Proven and Professional Approach

Our managers and design team study effectiveness and utilize principles from John Caples textbook called Testing Advertising Methods. We use many sources, however this textbook is a very credible and reliable reference guide. From this we work, we can assist you in understanding and using Appeals, Headlines, use of Graphics, and Response Tracking Methods.

### WRITING HEADLINES

To assist you in achieving the very best results from your advertising campaign we have condensed this material which you may find helpful in reaching the target population and gaining the best results.

• **Three types of headlines that are most effective:**

- 1) Self-interest, of the target market.
- 2) News or Information, of interest to the target market.
- 3) Curiosity, of the target market.

• **Four appeals that are most effective:**

*Sex/sex appeal.* Not just—or primarily—the physical act, but also love, affection and friendship.

*Greed.* All the things—physical and emotional—that money can buy.

*Fear.* Fear of losing what you have...of not gaining what you hope to achieve...or both.

*Duty/honor/professionalism.* Not what's in it for me, but what is best for those I serve—the right medicine, the longest lasting sewer pipes, the most effective fire engine.

• **Writing the headline**, these are tested formulas for making an effective headline.

*Headlines that have announcement quality, or that have a news style.*

Begin your headline with one of the following words or phrases:

- 1) Introducing
- 2) Announcing
- 3) New
- 4) Now
- 5) At Last
- 6) Starting/Beginning (date)

*Feature the price or a special offer.*

- 1) Feature price in your headline
- 2) Feature reduced price
- 3) Feature a special merchandise offer

4) Easy payment plan

5) Free offer

6) Offer information of quality

*Using keys words in headlines.*

1) "How to" or "How"

2) Why

3) Which

4) Who Else

5) Wanted

6) This

7) Because

8) If

9) Advice

*Other types of headlines*

1) Use a testimonial style

2) Offer the reader a test

3) Use a one-word headline

4) Use a two -word headline

5) Warn buyer to delay buying

6) Speak directly to the reader in first person

7) Address the headline to a specific group or audience

8) Ask a question

9) Offer benefits through facts and figures.