



Want to get results from your advertising campaign?

Here's what the experts say.

Copywriters rely on tested and proven methods of writing headlines, making offers and moving people to action. Amateurs usually rely on what they think looks good. The difference is found in the results.

The experts say:

- An advertisement must have three parts:
 - 1) An appealing headline or graphic to get the readers attention. The opportunity to get the reader's attention is only a few seconds, so this is no place to take chances.
 - 2) An appealing body explaining the product and making an offer.
 - 3) An appealing call to action.

There are three types of headlines that must be understood and used correctly to assure the most effective campaign.

1) Self-Interest. The most powerful headline appeals to the readers self-interest.

Example of a good self-interest headline: **Here's how your family can stay healthy.** The self interest is evident. The reader wants his/her family to stay healthy. And, "Here's how" makes the reader want to read more of the copy.

Example of a poor self-interest headline: **Doctors Family Medical Clinic.** This headline doesn't address the self-interest of the reader.

2) News. The second most powerful headline is news; News of a happening, news of a new technology or news about a person. People are always interested in news.

Example of a good news related headline: **High Tech Medical Center Opens.** The reader will want to know more about this and will read on.

Example of a poor news related headline: **Specialty Care Services.** This headline doesn't make the reader feel that there is something newsworthy to read about.

3) Curiosity. The third most powerful appeal is curiosity. Something that will peek the curiosity of the reader will get them to read the ad.

Example of a good curiosity headline: **These three things prove that doctors care.** People want to know what the three things are and read the ad to find out.

Example of a poor curiosity headline: **Doctors Care.** There is nothing to get the reader to read further.

To be successful, a headline should be written in a way that has one or more of these important attributes. When writing headlines, compare them to these age old axioms about headlines and see how well they measure up.

NOTE: Excerpts from John Caples, Tested Advertising Methods, were used in this circular.



Advertising Campaigns That Get Results Use These Basic Principles

• There are three types of headlines that work. All the others, believe it or not, do not work. Here are the three types of headlines that work.

- 1) Self-interest
- 2) News or Information
- 3) Curiosity

A headline that doesn't include these is very unlikely to get results. This has been tested and proven, however, many small businesses fail to design ads that include these. Consequently they develop a jaded opinion of advertising, or keep spending money without getting the results they desire.

• There are four appeals that work. Just as with types of headlines, other appeals do not work. If your copy doesn't include one or more of these appeals, it is very unlikely to work.

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.

How does your copy measure up?

If you're trying to get results, put your own headlines and copy to the test before you spend your money running the ads.

Determine what "type" of headline you have. Is it focused on the self-interest of the reader? Does it offer news or new information to the reader? Does it make the reader curious enough to read the rest of the ad? If it doesn't, then change it so that it does, and test it again.

Does it have a strong appeal?

Is it sexy? Like it or not, people like to see appeals that are sexy, emotional, or loving.

Does it appeal to the greed of the reader; the desire for the things that money will buy?

Does it evoke fear from the reader? Does it show how the reader can lose what they have?

Does it appeal to the readers sense of duty or professionalism?

Again, if it doesn't, then change it so that it does and test it again.

There are many techniques and advanced practices that copywriters use to get results. For more information, the following literature is suggested:

John Caples, *Tested Advertising Methods*, fifth edition. Prentice Hall Business Classics. 1997.

David Ogilvy, *Ogilvy On Advertising*. Vintage Books. 1985.

Claude Hopkins, *My Life In Advertising*. NTC Business Books. 1966.



RULES FOR DESIGNING HEADLINES/ADS

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

• **Three types of headlines:**

- 1) Self-interest
- 2) News or Information
- 3) Curiosity

Consider with each headline/ad if it appeals to one or more of these three.

• **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...orboth.

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.



DESIGN ORDER

Date: _____

GENERAL INFORMATION:

Please use the information to the right, on the back of this form and the information attached, to create a Ad Design Proof for:

Customer name: _____ Date proof is needed: _____

Size(s): 1/8 1/6 1/4 Mini1/2 1/2 Exclusive Page Full Page

Edition: AS AF PW LWF PG AA MC SM Spec Other _____

Month it will run: Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Fax Proof of ad to the attention of: _____ Fax #: _____

• The space to the right is provided to indicate the information which best meets the needs of the customer when creating this design.

• Indicate clearly what information is to be included.

• Show placement of photo's or special art work and attach them to this Design Order.

• Any additional text which will not fit in the space provided should be written in a larger space on the back of this form or

attached in HEALTH PROFESSIONALS DIRECTORY; Each Customer Receives a (3) line listing in the Directory of Health Professionals under (1) heading. Please indicate the heading desired and the exact verbiage :

HEADING: _____

Line 1: _____

Line 2: _____

Additional comments: _____

Line 3: _____

YH.DESIGN ORDER (rev. 9.10.01)

Initials of person making this order: _____

Headlines:

1) _____

2) _____

3) _____

Message text: _____

Offer: _____

Call to action: _____

Address(es) and phone #(s): _____

Use the other side of this form to show design layout.