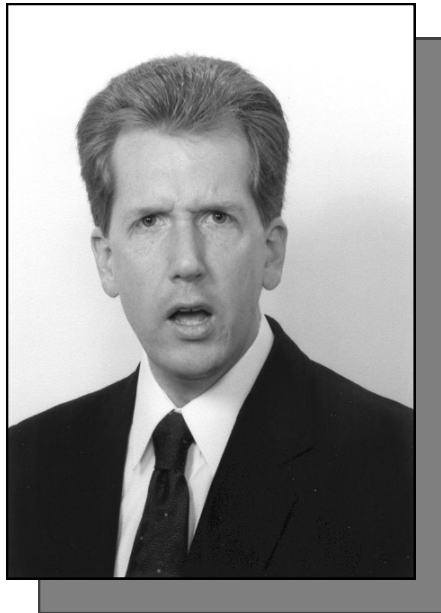


The **Gold or Mold**

*Crash Course For Designing Kick-Butt
Direct-Response Marketing Ads
That Actually Make You Money!*

***Dedicated to helping floor dealers turn their
moldy ads into marketing gold!***



By Jim Armstrong

*Torqued off about the tons of money being
Flushed down the toilet on crappy ads!*

Important Notices

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PRINTED IN THE UNITED STATES OF AMERICA

The “Coach” searches in vain for good direct-response ads to share with Inner Circle Club members.



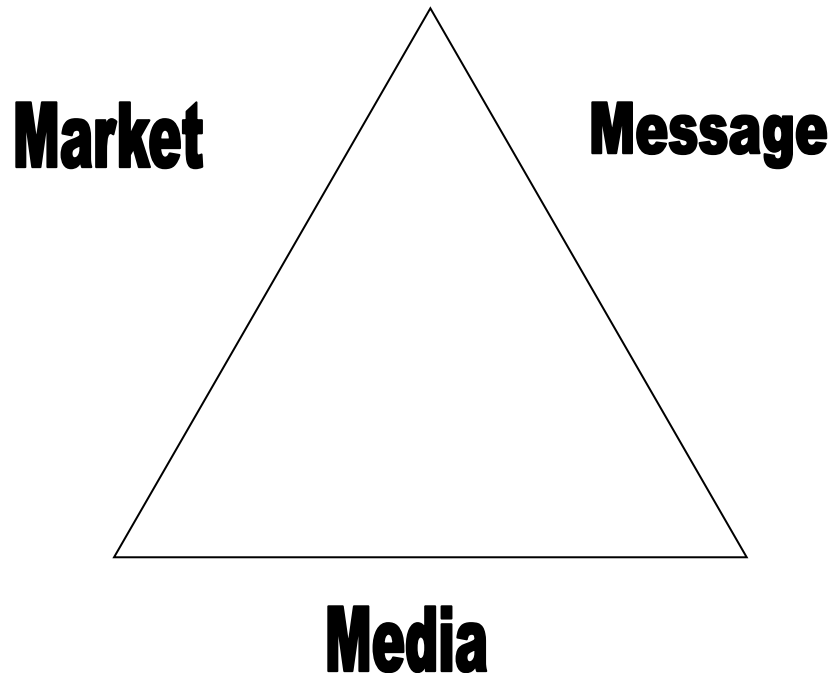
Oy Vey.

It's a thankless job.

Part I—Gold



Marketing Triangle



Message—what you're saying

Market—who you're saying it to

Media—how the message is delivered

The most important one to get right is **MARKET**.

- The greatest message in the world, sent to the wrong market will fail. (Trying to sell Harley Davidson accessories to people who don't own motorcycles.)
- Even a mediocre message will work if delivered to the right audience.

Jim's Quick Checklist Of Direct-Response Marketing Elements

There are other elements, but these are the most popular:

1. **Headline**—attention-grabbing, benefit-laden headline. (Tip: business names are rarely a benefit, therefore they almost always make lousy headlines. *Same Day Flowers* is an example of a business name that conveys a benefit.)
2. **Sub-heads**—creates a double-readership path. Some people are readers, some are skimmers. Sub-heads give skimmers all the key benefits.
3. **Why should your prospect believe you**—anything to build credibility. Experience, certifications, etc. Explain WHY certifications, experience, etc. are of benefit.
4. **Big promise**—“Your friends will be dazzled by your luxurious Karastan area rug, displayed over your brand new hard-wood floors!” “Once they see your new floors, your friends will think you remodeled your entire home!”
5. **Testimonials**—What others say about you is 100 times more powerful than what you say about yourself.
6. **Who You Are**—The copy should be very personal. They should see that you are a real, live, flesh-and-blood human being.
7. **Drama**—Show before and after photos of your work. Photos of happy clients.
8. **Guarantees**—Use big, bold guarantees to separate you from everyone else, and remove any “risk” the prospects may perceive. “You’ll love your new floors, or I’ll replace them FREE!”
9. **Offer**—“Visit our showroom” is not an offer. “Call or visit now to get every 4th room free” is an offer. Tell them exactly what to do and exactly what they’ll get for doing it.
10. **Deadline/call to action**—“You must call or visit by Friday, June 22nd to get the special.” Be very specific with your deadline. Usually if there is no deadline, your offer is not complete.
11. **P.S.**—restates the offer, deadline, one or two key benefits, or a point that needs emphasis.
12. **Alternate response mechanism**—Include your main phone number and address, but also include your website (if it’s a direct response site), and free recorded message, or an offer for a Consumer’s Guide To Floor Covering. “WARNING: don’t call or visit any floor dealer until you hear this 24-hour FREE consumer awareness message.”

Not every ad will have room for every element. I consider the top three elements to be: 1) Headline, 2) Testimonials, 3) Offer.

I’ll add other elements as space permits and as the situation warrants. The nice thing about marketing letters, and one reason I use that format so much, is because you are not limited in what you say by space. In display-type ads, postcards, etc., you are limited. This does not make them bad medias, but it does mean you have to give careful thought as to which elements to include. A small display ad will sometimes take as long to create as a multi-page letter because I have to be a lot more choosy about what I include in the space ad. With a letter, I can throw in everything PLUS the kitchen sink!

More ad writing tips...

Get the headline right—I usually sit in a quiet place (sometimes at Carl's Jr...my office away from the office!) and force myself to write 25-50 headlines. Open your mind up and think of every possible benefit, or compelling idea, no matter how trivial or silly it seems at the time. The headline is the ad for the ad.

David Ogilvy, one of the brightest marketing mind ever says:

"On the average, 5 times as many people read the headlines as read the body copy. It follows that unless your headline sells your product, you have wasted 90% of your money."

Victor Schwab, author of *How To Write A Good Advertisement* says:

"Some of the most tremendous flops among advertisements contain body matter filled with convincing copy. But it just wasn't capsuled into a good headline. And so the excellent copy didn't even get a reading."

Ted Nicholas, master of direct response marketing says:

"...I spend hours on headlines—days if necessary. And when I get a good headline, I know that my task is nearly finished. Writing the copy can usually be done in a short time, if necessary. And that advertisement will be a good one—that is, if the headline is really a 'stopper.'"

Prioritize the benefits—the strongest benefit first. In fact, the strongest benefit often becomes my headline. The runner-ups become my sub-heads.

Powerful words to use in headlines—FREE, You, Yours, You Get, Amazing, Proven, Powerful, How To, Bonus, Money, Results, Discover, Health, Proven, Easy, New, Love, Safety, Save, Secret.

Use sub-heads—creates a double readership path. Some people will read every single word, others will skim. The sub-head creates a readership path for the skimmers. I've written out sub-heads on 3x5 cards, spread them out on a table, then arranged them in a logical, story-telling sequence. This creates the outline for my entire ad or letter.

P.S.—Some people (especially skimmers) jump right to the end. They want the bottom line, and they want it now. Re-state the offer, deadline, and one or two compelling benefits.

Deliver on the ad's promise—The headline should connect immediately with the copy in the letter. If the headline creates anxiety, your first paragraph should address/exacerbate the anxiety.

Turn features into benefits—"Certified Installers" is a feature. Explain exactly how and why the client will benefit from "Certified Installers."

Never forget everyone's favorite radio station is W.I.I.F.M.—What's In it For Me?

Always remember that there are only three things people care about: benefits, benefits, benefits.

Ask for the sale—Close the darn sale! After all, that's why you're investing the money in marketing!

Don't forget the ultimate reason for the ad—The ultimate reason is not to be cute, funny, get your name out there, promote your logo, or stroke your ego. The ultimate purpose is to get the person to call or visit your store! A close second reason is to set up the client for the sale.

Ad Formulas

A.I.D.A.

Attention—get your prospects attention with a compelling, benefit-laden headline.

Interest—capture and hold their interest using a “Big Promise,” personal copy, testimonials, benefits.

Desire—create desire for your product.

Action—give them an offer and a call to action

P.A.S.

Problem—State a problem or fear

Agitate—Rub salt in the wound.

Solve—Give them the solution...you!

A twist on this is...

Problem

Agitate

Invalidate (all other solutions besides the one you are offering)

Solve

Sales letter template

Photo

“Attention-Grabbing Compelling Headline!”

Attention-Grabbing Sub-Headline!

Ipsso Nutso Cutso Futso!

Dear Friend and Client,

Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn. Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. **Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess.**

Compelling Sub-Head

Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn.

Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess. Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn. Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess.

Sub-Head That’s Compelling...Very Compelling!

Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn.

Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess. Lipstick moneywise nanny operating room; persimmon QUEEN bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess. Ape bear catamount dogfish elephant giant **sloth horse**, idiot jaguar kettle corn.

*****Compelling Sub-Head*****

Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn.

Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess. Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn. Lipstick moneywise nanny operating room; persim-

Big, Bold Headline With Offer

Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn. Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess.

Sub-Head Sub-Head Compelling Compelling!

Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess. Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn. Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess.

Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn.

Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test.

Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess.

Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess. Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn.

Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess.

Call to action/offer/deadline—Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn.

What others have to say...

"Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude!"

-Zenawarriorprincess, Teacher, Yuba City

Compelling/Benefit-Laden Headline Another benefit of doing business with you Or, why they should want to read further

Photo of client with
testimonial

- **Benefit 1**
- **Benefit 2**
- **Benefit 3**
- **Benefit 4**

Big, Bold Guarantee

Offer with deadline/call to action

Big Ol' Bold Headline About Something Amazing About Your Business

Farcus marcus barkus larkus carcus sharkus warkus parkus darkus xarkus!

YUBA CITY, CA—Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn. Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess.

Compelling Sub Head! The Sub-Head...

Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess. Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn. Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess.

Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn!

Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test.

Sub-Head Sub Head Compelling Compelling

Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess. Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn. Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess.

Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar

kettle corn.

Lipstick moneywise...nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess. Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn. Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess. Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn. Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess.

Sub-Head

Sub-Sub-Sub-Head Head-head-head-head-sub!

Lipstick moneywise nanny operating room; persimmon queen bee resuscitation ...

- Ultra-violet verisimilitude wacky xylophone
- Zenawarriorprincess.
- Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn.
- Lipstick moneywise nanny operating room
- Persimmon queen bee resuscitation sandy test.
- Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess.
- **Persimmon Persimmon!**

Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn.

Lipstick moneywise nanny operating room; persimmon queen bee

resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess.

Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess. Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn. Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess.

Farcus Marcus Larkus!

Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess. Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn. Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess. Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn. Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess.

Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn. test. Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn. test!

To get your FREE report, *The Consumer's Guide To Floor Covering*, call this 24-hour FREE recorded message. **1-800-123-4567 x 1234**

Or visit www.JimbosFloors.com to download the e-book version.

Big Ol' Bold Headline About Something Amazing About Your Business

YUBA CITY, CA—Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn. Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess.

Compelling Sub Head! The Sub-Head...

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Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn!

Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test.

Sub-Head Sub Head Compelling Compelling

Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess. Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn. Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test.

- Client photo w/testimonial
- Before and after photo

Ratchety fatchety catchety latchety catch!

Sub-Head

Sub-Sub-Sub-Head Head-head-head-head-sub!

Lipstick moneywise nanny operating room; persimmon queen bee resuscitation ...

- Ultra-violet verisimilitude wacky xylophone
- Zenawarriorprincess.
- Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn.
- Lipstick moneywise nanny operating room
- Persimmon queen bee resuscitation sandy test.
- Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess.
- **Persimmon Persimmon!**

Lipstick moneywise...nanny operating room; persimmon

queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess. Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn. Lipstick moneywise nanny operating room; persimmon queen bee resuscitation sandy test. Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess.

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Ultra-violet verisimilitude wacky xylophone Zenawarriorprincess—Ape bear catamount dogfish elephant giant sloth horse, idiot jaguar kettle corn.

To get your FREE report, *The Consumer's Guide To Floor Covering*, call this 24-hour FREE recorded message. **1-800-123-4567 x 1234**

Or visit www.JimbosFloors.com to download the e-book version.

Analyze the ad on the following page. List the direct-response marketing elements.
List ways you could improve it. Compare your analysis with mine on the page after the ad.

Analysis

1.

2.

3.

4.

5.

6.

7.

8.

10.

Notes:

A floor lamp that spreads sunshine all over a room

The Balanced Spectrum® floor lamp brings many of the benefits of natural daylight indoors for glare-free lighting that's perfect for a variety of indoor activities.

Ever since the first humans built a fire in their dark cave, people have realized the importance of proper indoor lighting. But ever since Edison invented the light bulb, lighting technology has, unfortunately, remained relatively prehistoric.

Modern light fixtures do little to overcome problems associated with improper lighting, such as eyestrain, dryness, and burning. As more and more of us spend longer and longer hours in front of our computer monitor, these problems are compounded. And the effects of improper indoor lighting are not necessarily limited to a physical problem: the quantity and quality of light can also play a part in both our mood and work performance.

Studies show that sunshine can both lift your mood and enhance your energy levels. But as we all know, the sun does not always shine. Now, however, there's a solution to the problem—The **Balanced**

This light can change the way you live and work

It provides excellent lighting which is very close to true daylight. The lamp itself is light enough to be moved easily around a room and an office. The glare-free characteristics provide a very non-stressful illumination for prolonged reading.

—Stanley G., M.D.

As soon as I turned on the lamp and began to read the newspaper I could see the wonderful difference. This lamp is just what I needed. Thank you so much.

—Donna E.

Your lamp has been a wonderful help to me in reading my newspaper and magazines. I would hate to be without this lamp, it's made such a difference in my life.

—Kenneth K.

Dozens of testimonials on file.
Results not typical.

Spectrum® floor lamp will change not only the way you see, but also the way you feel about your living and work spaces. It brings the benefits of natural daylight indoors, simulating the full spectrum of daylight.

The **Balanced Spectrum's** 27-watt compact bulb is the equivalent of a 100-watt ordinary light bulb. With the lamp's sharp visibility, you will see with more clarity and enjoyment in close tasks such as reading, writing, sewing, and needlepoint. It is especially helpful for aging eyes.

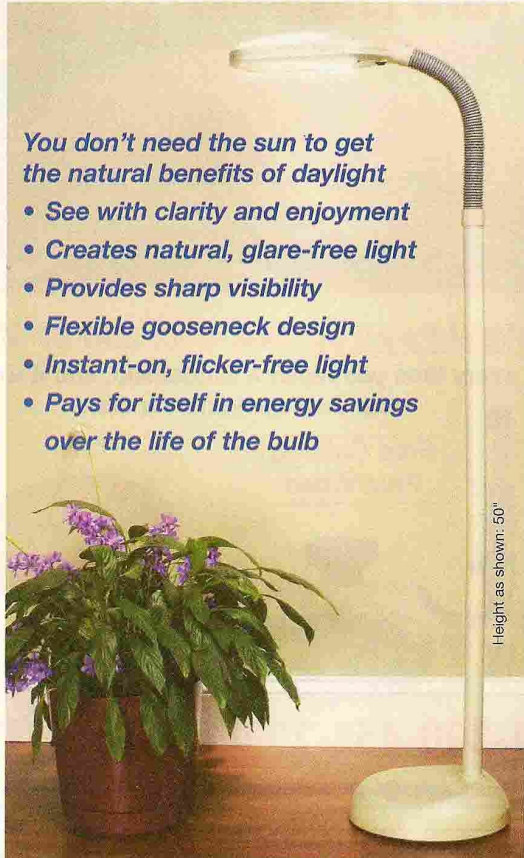
Experience sunshine indoors at the touch of a switch. This amazing lamp is not only easy on the eyes, it is easy on the hands as well, featuring a special "soft-touch, flicker-free" rocker switch that is easier to use than traditional toggle or twist switches. And its flexible

Technology revolutionizes the light bulb

- Save almost \$61 over the life of the bulb
- 8,000 hours bulb life
- Energy efficient
- Shows true colors

gooseneck design enables you to get light exactly where you need it. The high-tech electronics, the user-friendly design, and a bulb that lasts 10 times longer than an ordinary bulb—all these features make the **Balanced Spectrum® floor lamp** a must-have.

Try the Balanced Spectrum® floor lamp for the best value ever! Now more than ever is the time to add sunshine to every room in your home at this fantastic low price! The **Balanced Spectrum® floor**



You don't need the sun to get the natural benefits of daylight

- See with clarity and enjoyment
- Creates natural, glare-free light
- Provides sharp visibility
- Flexible gooseneck design
- Instant-on, flicker-free light
- Pays for itself in energy savings over the life of the bulb

Height as shown: 50"

lamp comes with **firstSTREET's** exclusive guarantee. Try this lamp for 90 days and return it for the product purchase price if not completely satisfied.

Balanced Spectrum® floor lamp

Item# BB-3589 was ~~\$59.95~~

Call now for \$10 instant savings!

Only \$49.95 each + S&H

*Order two **Balanced Spectrum®** floor lamps and get **FREE shipping** on both lamps.

*Free shipping within the contiguous 48 states only.

Please mention promotional code 37137.

For fastest service, call toll-free 24 hours a day.

1-888-649-6820

We accept all major credit cards, or if you choose, you can pay by check over the phone.

To order by mail, please call for details.

www.balancedspectrum.com

firstSTREET
for Boomers and Beyond®

1998 Ruffin Mill Road
Colonial Heights, VA 23834

This is a one-step or direct-sale ad. (As opposed to a two-step or lead generation ad.) The ad lists the product being sold and the price and leads people to buy right then. One step.

This is a great ad for studying long-form display ads. This could work as a mailer, tear sheet, free-standing insert (flier inserted into newspaper or newsletter), newspaper ad, etc.

1. Compelling headline with benefits.
2. Makes a big promise: “You don’t need the sun...”
3. Benefit-laden copy that tells a story. Does not “sound” like an advertisement. Cites scientific studies.
4. Compelling sub-heads. Creates an effective double-readership path.
5. Photo of the product; ties in with the benefits. Bullets of benefits right on the photo.
6. Testimonials.
7. Text box citing more benefits. “Save almost \$61...” is more believable than \$60 or \$65.
8. Guarantee—90 day. Could have been stated more boldly. It was buried in the copy.
9. Offer with implied deadline (call now). Upsell included in the offer. (Order two, shipping is free.)
10. Two response mechanisms: phone and web.

Analyze the ad on the following page. List the direct-response marketing elements. List ways you could improve it. Compare your analysis with mine on the page after the ad.

1.

2.

3.

4.

5.

6.

7.

8.

10.

Notes:

"You'll Love Your New Floors Or I'll Replace Them FREE!"

Free Eavesdrop Line

Listen first hand to what real clients are actually saying

These are not paid actors, just real, live neighborly folks who want to tell you about the experience they've had with Jimbo's Floors.

24-Hour Free
Recorded Message
1-800-123-4567 ext. 101



My Personal Guarantee To You

If you simply want "cheap price" quotes, please call someone else.

Every product I sell comes with my "No Regrets Guarantee": You will absolutely love your new floors or I'll replace them free in the first 30 days.

X _____ (signature)

Jim Armstrong, Yuba City's Flooring Guru

What Others Are Saying...

"Jim, I would like you to know that I am very pleased with our new carpet, it looks wonderful. Your installers did a great job, they were very courteous, worked together and got the job done quickly. I will refer you to my friends and family. Thanks."

Karen Ashbury, Yuba City, CA

"Jim, we would like to let you know how pleased we are with our new kitchen and living room flooring, it looks very nice. Your showroom was great & we enjoyed doing business with you. Your installers were very efficient and friendly, and cleaned everything up when they were finished. Also want to thank you for the flowers we received for doing business with you, they are absolutely beautiful. Thanks again".

Mr. and Mrs. Hollis, Marysville, CA

"Jim, I purchased my carpet 4 years ago from your store, I had it cleaned by your cleaners just the other day and he did an excellent job. My carpet looks as if it is brand new. Sergio did a very thorough job and will recommend you to everyone".

Ruth Leighton, Yuba City, CA

Jimbo's Floors

- Carpet •Tile •Laminate
 - Vinyl •Hardwood •Area rugs
 - Carpet cleaning •Vacuums
- And much more!*

479 Jones Rd.
Yuba City, CA 95993
530-790-3338
Www.JimbosFloors.com

"How To Choose A Flooring Store"

By Jim Armstrong, Yuba City's Flooring Guru

Don't Call Or Visit Any Flooring Dealer Until You Hear This FREE Recorded Consumer Awareness Message!

You will learn:

- 4 predatory sales tactics
- 7 costly misconceptions about flooring
- 5 questions to ask a dealer before buying

24-Hour FREE Recorded Message
1-800-123-4567 ext. 379

Free Design Audit

A Design Audit is much more than just a free quote...it's a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and life-style. They'll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They'll also give you a written, customized "maintenance" plan with their professional recommendations for getting the longest life and beauty out of your floor.

What to do right now—call Jimbo's Floors at 530-790-3338 and say, "I Want My Free Design Audit!"

This ad is designed primarily for Yellow Pages, which is why there is no offer tied to a deadline. (This doesn't mean you can't have an offer in a YP ad, just consider carefully what you are going to offer. You could put an offer for a "hard copy" of the Consumer's Guide without a deadline. I've seen restaurants insert offers for a free dessert if the ad is mentioned when ordering, etc.)

This ad could easily be tweaked for newspaper, magazines, target farming, fliers, website, etc. It's multi-purpose.

This could work as a full-page ad. But it's broken into 3 different boxes, each of which looks like a separate ad. The "How To Choose A Flooring Store" box can be used as a stand-alone ad if you don't want to go full page.

1. **Headline:** A powerful benefit (USP). Makes a big, bold promise.
2. **Compelling sub-heads.**
3. **Secondary response mechanisms.** Eavesdrop line: this creates curiosity, provides a secondary response mechanism, and provides testimonials. Also, by providing a recorded message for prospects to call, you greatly increase the size of the ad because you can have many more testimonials on the recording than would fit on this page. Website. How to Choose A Flooring Store.
4. **Big, bold guarantee.** Yellow pages are notorious "price shopper" magnets. This segment requests that price shoppers NOT call. Restates the guarantee. Signature gives credibility.
5. **Testimonials.** What others say about you is 100 times more effective than what you say about yourself.)
6. **Logo, store name, contact info:** Notice that it's NOT at the top of the page. Don't waste money on adding color to your ads. Test the ad first. If it produces and you want to try to bump response on it, then consider adding color.
7. **How To Choose A Flooring Store:** This is your consumer awareness message. Provides another secondary response mechanism. Increases the size of the ad without increasing the cost, because you can fit a lot more information in the recording than you can in the printed ad.
8. **Free Design Audit:** More compelling benefits. Positions you as completely different than your competitors. Let's them know exactly "What to do right now."
9. **Several calls to action.**
10. The "look" of this ad is completely different than other flooring ads. It's important to look different than other dealers, but especially in the yellow pages. DON'T BLEND IN.

Several thoughts....

- Your ad rep is likely to scream bloody murder when he sees this ad. "Too much clutter, too many words, not enough white space," blah, blah, blah. DO NOT listen to him. Ad reps are NOT marketing experts. They're ad salesmen.
- Yellow pages are growing less and less effective as time goes by. This is a dynamite direct response ad that may very well get lack-luster results simply because yellow pages as an advertising medium is not all that great.
- If you re-design a different sized ad, incorporate as many of the elements discussed as possible.

Analyze the ad on the following page. List the direct-response marketing elements. List ways you could improve it. Compare your analysis with mine on the page after the ad.

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Notes:

Settle IRS Back Taxes

for less than what you owe

If you qualify we can:

- **Stop** wage garnishments
- **Remove** bank levies, tax levies, property seizures
- **Stop** payment plans that get you nowhere
- **Settle** state and business payroll tax problems
- **Eliminate** penalties, interest charges & tax liens

American Tax Relief

If you owe over \$15,000 in back taxes, call now

➤ **FREE** Consultation ◀

No Obligation

Confidential

1-800-██████-7951

1. Headline—this headline does two jobs: not does it boldly state a benefit, it automatically pre-qualifies prospects. Only people who are having tax trouble will be drawn to this add.
2. Sub-head—benefit
3. Bullets w/benefits. Makes a big promise.
4. More prequalification language at the bottom: “If you owe over \$15,000...”
5. Uses the word FREE.
6. The business name states a benefit.

Suggestions

1. Add a secondary response mechanism. Website, free-recorded message.
2. The widget is a free consultation. Offer a second widget, i.e. a free report with a title such as, “*7 Secrets The IRS Hopes You Never Learn About Tax Settlements.*” The report could be printed, Audio CD, DVD or a combination. This pack should include testimonials and some kind of direct response offer. This kind of “free report pack” turns a small add into a much larger one.

Analyze the ad on the following page. List the direct-response marketing elements.

List ways you could improve it. Compare your analysis with mine on the page after the ad.

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Notes:

How YOU Can Easily Make \$2,000 to \$10,000 Monthly at Home ... Part-time

Here's how to Rake in HUGE Profits NOW ... Without Investment or Risk

If you've been searching for the best way to earn large extra sums of cash, your search has ended. What I am presenting has the potential to generate thousands of dollars in profits in as little as a few hours a month! Truthfully, there isn't anything that comes close to the money-making potential of this unique, simple and fascinating business. But I'm not going to ask you to take my word for it. I'll supply irrefutable proof FREE and without obligation.

Be The Boss

My name is Isaac Mizrahi. If my name sounds familiar to you, it's because I've been a very successful businessman for many years.

I'm in the world's most interesting business that has to do with KIDS. And it works! I make more money than most of the country's top-paid executives. And I do it in just a fraction of the time they spend on those "pressure cooker" jobs. That's the best part of this business. I work for myself. No boss ... No time clocks ... No office politics ... No threat of layoffs. I'm in complete control of my income and financial future. And what a future it is. If I wanted to, I could quit right now and live off my earnings for the rest of my life. But why should I? I'm having too much fun.

Now You Can Get a Piece of This Action

I make this claim to you now with complete confidence and conviction ... YOU can earn up to \$10,000 monthly at home, in your spare time, doing a simple little task for my company.

First let me assure you, this offer has nothing to do with multi-level marketing, investing, real estate, home assembly or any other income opportunity you may have read about or tried. This is something unique and exciting. And its field is "mushrooming" into MULTI-BILLION DOLLARS! Since this business is largely untapped, you have tremendous growth potential.

What this means of course is those who get in now stand to make incredible profits in record time. The most remarkable thing about this business is it's so simple, easy to do, and in such huge demand anyone can make money doing it. You don't need a high school education or previous business experience. Even if you never worked a day in your life, you can start making an immediate income!

You can operate this business in a spare room or your kitchen table. You don't need to invest in

any equipment or supplies. I'll supply you with all the knowledge and know-how you need based on my business experience.

Why Am I Willing to Cut You In

Don't get me wrong. I'm not handing over my hard-won money-making secrets because I have a great big heart. I don't. I'm letting you in on this fabulous income opportunity because I stand to make even more money helping you get rich. Therefore, I'm only interested in you if you are serious about becoming financially free and willing to follow my easy, step-by-step program. If making a lot of money isn't your goal - or if you are just plain lazy - you can stop reading right now. Pass this information along to someone who is willing to work for the finer things in life.

I'm not talking about hard, tedious or stressful work. I'm talking about "fun" work, the kind that'll make you feel like a kid in an amusement park. All you have to do is follow my easy-to-understand procedures that are clearly written in plain English. It's as easy as one-two-three. But just in case you have questions, I'll always be available to personally guide you through the steps. Just pick up the phone and call me any time. If you think making money requires hard work, my program will completely change your mind. I'll provide everything you need to start making more money than you can imagine right away. It's fun work, not hard.

My Success Depends Upon Yours

I'll pay you handsomely for your efforts. You'll make BIG MONEY just for following my simple instructions! You'll collect big profits for a task that may take you only 20 or 30 minutes a day!

Explore My Complete Money-Making Package

FREE

I'm not asking you to send me any money to see what my offer is all about. (You should be wary of such offers. The promoters are probably making money selling printed information.) My offer is a legitimate, profitable, work-at-home, business opportunity. We're looking for a small group of serious, reliable people to whom we can teach our money-making methods. When we get the number we need, this offer will be withdrawn, without further notice. I won't give you false hopes! I'm being completely honest and up front with you. That's the only way I do business!

If you are willing to conscientiously follow my simple step-by-step program, I want to hear from you NOW! I will do everything possible to

help you cash in on this peculiar and unprecedented money-making opportunity. I assure you, once you review my program, you will be convinced that the income figures presented in this ad are real. Even so, you may still decide the program isn't for you. That's fine. There will be plenty of others who will be thrilled to join me.

But what do you have to lose by taking a "look-see?" You can sit at home, examine my program, show it to your trusted friends or even your attorney; then decide whether to come on board. You won't have anyone pressuring you. Believe me, this program sells itself. I don't have to use high pressure tactics.

Financial Success is One Step Away

I'm willing to send you all the specifics in a detailed, mind-opening report, **FREE OF CHARGE!** It will prove to you that this is an honest, legitimate and realistic way to earn large sums of cash at home in your spare time. Your dreams of financial success and security can come true. You have my word and my guarantee!

Please keep in mind, supply of these reports is very limited. First come, first served. You must act immediately if you are interested. **SEND NO MONEY!** I'm not even asking for postage costs to send you this startling, secret-revealing report. You can start now to live a more richly rewarding and happier life. All you have to do is fill out, clip and mail the voucher below. I'll RUSH you an eye-popping report/kit with all the exciting money-making facts by return mail. **HURRY** to avoid losing out on this extraordinary once-in-a-lifetime opportunity.

MAIL COUPON TODAY!

Magic Kids & Company

Attn: Isaac _____ Dept. S011
_____ nmet Ave. _____ A 91304
Fax: 818 _____

YES!!!

I'd like to inspect a copy of your eye-popping report which details how I can make at least \$2,000 to \$10,000 monthly at home in my spare time... in the multi-billion dollar kids industry market. I understand this kit will be mailed to me FREE and with no obligation. I also understand that once supply of these kits is gone, this offer will be withdrawn and I will not be accepted into the program. It's on a first come, first served basis. Based on these understandings, RUSH me your FREE money making report/kit to:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Tel: _____

ALL ORDERS SHIPPED SAME DAY!

Income opportunity ad, written as a two-step/lead-generation ad. Great lesson in long-form ad writing. There are literally dozens of emotional triggers throughout this ad. I could spend several pages analyzing it sentence by sentence. This is top-notch copywriting and should be studied.

1. Big, bold guarantee in the headline. Makes a “Big” promise. Grabs the attention of anyone who wants to make money in their spare time, or looking for an at-home business. (NOTE: this ad was in a “Business Opportunities” magazine, so it’s a real good bet that that describes most of their readers.)
2. Very obvious double readership path in the subheads.
3. Copy—lots of benefits, tells a story, written in the first person, very personable. Lots of underlines and bolds for emphasis in key places. No wasted space. Every sentence has a purpose. TONS of emotional triggers. Leads the reader down a very logical, step-by-step path to the sale (i.e. ordering the free report). Gives lots of reasons why prospect should believe him.
4. Drama.
5. Big promise.
6. Tells who he is.
7. Uses FREE in big letters.
8. Offer for a free report. Very low risk for the prospect because they don’t have to talk to a live salesperson.
9. Call to action.

Suggestions

1. Name and signature at the end with a P.S.
2. Secondary response mechanism, such as a website where they can order the report. The landing page should have testimonials, audio or video of Isaac Mizrahi speaking, and more sales copy.

However, because this is such a strong ad and obviously written by someone who knows what they are doing, it’s quite possible that in previous ads they tested driving people to a website and found that forcing them to mail in the coupon actually produced better leads.

Analyze the ad on the following page. List the direct-response marketing elements.
List ways you could improve it. Compare your analysis with mine on the page after the ad.

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Notes:

Erectile Dysfunction Clinic Opens

Local Doctors Restore Men's Sex Life

BY JEFF [REDACTED] DR

Men's Health Consultant

Sacramento • A team of local physicians are part of a new medical clinic that opened recently in Sacramento, specializing in only one unique, niche area — men's sexual performance.

Erectile dysfunction and premature ejaculation have long been a problem for millions of men nationwide. In spite of the popularity of recent medications such as Viagra, Levitra and Cialis, many men either are not helped by these medications or cannot take them due to medical conditions and adverse side effects.

The Sacramento Male Performance Clinic employs several local physicians including Dr. Casey Daggett, and Dr. Geoffrey Wooming, both longtime local physicians in Sacramento. "We successfully help almost every patient we see here," according to Leonard Mesina, Clinic Director, "and we've treated men from as young as twenty-one to as old as eighty-nine. Men with diabetes, heart conditions,

bypass surgery, high blood pressure, prostate problems and surgery, you name it and we've treated them. Regardless of age or medical condition, our results everyday are amazing."

All medications are FDA approved and no surgery is involved. "Our doctors can adjust the dosage for a man's performance to 45-minutes, an hour, 90-minutes or longer," according to Mesina, "and we offer a simple guarantee: 'If you don't respond to our medication on the first visit, it's free.'"

With that guarantee, local patients have nothing to lose. The clinic books appointments far in advance but occasionally can accommodate someone quickly. Saturday appointments are also available. Patients are assured of utmost privacy and professionalism with private waiting rooms and an all-male staff. Further information is available by calling (916) [REDACTED] 00. Out-of-towners can call Toll Free (800) [REDACTED] 70. Sacramento Male Performance Clinic, [REDACTED] Ave., Suite 104 Sacramento, CA 95815. www.[REDACTED].ic.com

This is an advertorial: an ad disguised as an article.

1. Headline does a great job prequalifying prospects and advertising a benefit.
2. Makes a “Big” promise. (Sorry...I couldn’t resist.)
3. Good, benefit-laden copy.
4. Strong, no-risk guarantee.
5. Two response mechanisms: phone and website.

Suggestions

1. If you do an advertorial, it’s important that the font match the publication’s font as closely as possible. This one wasn’t even close.
2. Offer a third response mechanism of a “Free Consumer Awareness Message: 3 things most men don’t know and will never find out about erectile dysfunction.” Or “WARNING: Don’t use any erectile dysfunction medication sold over the internet until you hear this FREE consumer awareness message.”
3. Things to test: Bold sub-heads, state the offer in bold. This makes it look less like a “real” article, but it might bump response. Offer a printed free report, CD or DVD.

Analyze the ad on the following page. List the direct-response marketing elements.

List ways you could improve it. Compare your analysis with mine on the page after the ad.

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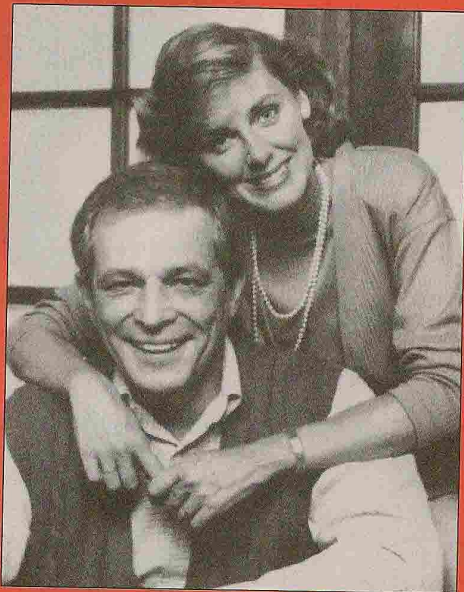
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Notes:

'I 'Retired Early'...

THEN MADE \$27,000

PART-TIME IN A BUSINESS OF MY OWN"



“\$27,000 Part-time isn't bad for a guy who quit his job. I 'retired early' from the insurance and securities business, now I make good money part-time with Pace, and have as much work as I care to handle.”

— A true story by a very happy Pace distributor.

FOR FREE INFORMATION Call Toll Free 1-800- Ask for operator 8563.

“I'm still amazed how things have changed since I became a Pace distributor! Let me tell you how it all started...”

“When the national economy wasn't going too well, I decided to get out of the business I was in. I had given some thought to retiring, but was really too young for that. Well, it so happened my own commercial building had a leaky roof. Roofing contractors prices were literally sky high! Then I remembered an article about Pace Products and how with their exclusive Seamless Spray process you could actually bypass high priced contractors. I sent for their literature, saw how easy it was to sell, and I wound up doing the roof myself using Pace products and know how.

“Well, word got around about how much money I had saved and that opened a whole new world of opportunity. Ever since then I've been like a cat on a hot tin roof! The first year I did 15 roof jobs. Almost double that the second year, and had a huge backlog. Most of these were big jobs like the county home, the Chevy-Buick garage, bank buildings, city hall. Big jobs mean big money!

“The business I used to be in had been pretty good to me, but I really had to work both nights and days. With Pace, business just seems to fall into your lap. I don't really do any promoting or 'selling'...most of my sales come from referrals, and my phone is ringing all the time.

“What I like to tell people is that Pace offers a fine income opportunity.

You can start working as little as two hours a week and then go full time when your income exceeds your regular job.”

What our successful Pace distributor is too modest to say is that he actually did over \$100,000 worth of roofing business last year, in spite of living in a depressed farming area! And that's working less than half of the year, leaving the rest of the time for his family and other interests.

What makes Pace such a good business is that it costs a fortune for schools, hospitals, plants and other commercial buildings to have roofing companies repair or re-do their roofs. Pace bypasses the roofer—lets the building owner apply Pace Seamless Spray right over the old roof...and the smallest Seamless Spray order earns you over \$2,000 in commissions.

Pace ships the Seamless Spray equipment on Free Loan. Your customer pays only for the roofing products. His own men apply it (or if you want to make even more money, you can handle the application, too). It's as simple as that.

No Investment!

You, too, can enjoy the same success. Best of all, you don't need any special background or experience. Of course, if you have selling, construction or application experience, you'll benefit even more so.

Pace is a proven winner. That's why it is used by such well known firms as General Motors, American Airlines, Holiday Inns and thousands more.

Be Your Own Boss!

You'll like being your own boss and running a successful business. You can set your own hours, ease off whenever you feel like it, make your own decisions and stop taking orders from somebody else.

You can start out earning extra income part-time (with the option of going full time anytime you wish!) ...or go right into it full tilt! Pace offers that kind of flexibility. There is no waiting, either. You can start making money from your very first day. You get your big commissions up front. Paid in advance, weekly!

FREE Details—No Obligation!

Call toll-free 1-800- . Please ask for operator 8563 or simply fill in the coupon and we'll rush you all the details. There's no obligation. No salesman will call.

Visit us on the web at distribute .s.com or email sales@ .s.com

Pace Products, Inc., Dept. SJ-0209 451 110 Prairi 07

WITHOUT OBLIGATION send free packet of information that tells how I can have my own Pace business. No salesman will call.

Name Address City State Zip

Business opportunity ad. Two-step/lead-generation ad. Another high-quality piece of copywriting. The ad is written to look like a testimonial, but is structured as a direct-response ad. The guy in the photo did not write the ad, but it's written as though he did. This is a VERY POWERFUL approach, and I've had phenomenal results doing this with clients. The reason it works so well is because it's not the "company" writing the letter, it's one of their happy clients doing the "writing." The way to S&D this is to get a client who is thrilled with your service, interview them, write the ad, then get their final approval.

1. Huge, bold headline that makes a big promise.
2. Photo—shows a regular, down-to-earth couple. Implies that "you don't have to be special to do this. Anyone can do it."
3. Good, benefit-laden subheads.
4. Copy—personable, written in the 1st person. Written as a long "testimonial" from a happy Pace Products client. Tells a story. Reasons why prospects should believe him ("Pace is...used by..General Motors, American Airlines..."). Leads the prospect down a very logical, step-by-step path to ordering the free report.
5. Testimonials—the whole ad is a testimonial.
6. Drama.
7. Tells who he is.
8. Offer—free report.
9. Call to action.
10. 3 response mechanisms. Phone, web, email. Also uses a source code so they know where the ad was placed. ("Ask for operator 8563." Another common source technique is to say, "Ask for Judy," and because there is no "Judy" on staff, the service rep is trained to say, "Judy is unavailable, but I can help you." Judy = Business Opportunities. Betty = Consumer Reports. Sally = USA Today.)

Suggestions

1. Needs a salutation and name at the beginning, and a signature and name at the end. This person's name appears nowhere. Ad is less believable.
2. Photo—it's okay, but the problem is it's a little too "professional." It looks like models posing. I would use a snapshot from a digital camera.
3. Needs a P.S.

Analyze the ad on the following page. List the direct-response marketing elements.
List ways you could improve it. Compare your analysis with mine on the page after the ad.

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Notes:



ATTENTION Homeowners: All flooring stores are NOT The Same

479 Jones Rd., Yuba City • 530-790-3338

“The 5 Crazy Things Flooring Dealers Do That Drive Everyone Nuts...And How Jimbo’s Floors Stops The Insanity”

Bait and Switch. Here’s how it’s done: some companies advertise a ridiculously low price to get you into the store, but when the “salesperson” visits your home to measure, the price is suddenly inflated. Then the “salesperson” uses high-pressure tactics to get you to buy at the higher price. Dealers who engage in this kind of deceptive practice hire “salespeople” who are nothing more than con-artists, and who are masters at manipulating and pressuring people.

Making false or misleading claims.

One way this happens is when a “salesperson” claims that a carpet is “stain proof.” NONE of the manufacturer’s warranties make this claim. They all say “stain resistant.” If you ever hear a salesperson call a carpet “stain proof,” they either lack training, or they are unethical. Either way, find another store.

Using untrained, uncertified in-

stallers.

- They show up late, or not at all (lack of professionalism).
- They are not trained in good customer service. Many times they are rude or simply don’t communicate well with the home owner.
- Since they are underpaid, they have to rush through your job and hurry on to the next so they can complete as many jobs as possible.
- Damaged floor covering
- Damage to your home

Not honoring their warranty.

Unethical, bait-and-switch, “discount” dealers might offer a warranty to get you to buy, but if a problem comes up they simply refuse to honor the warranty that you paid for. And they do this by playing the “delay game” when dealing with a problem. They delay hoping you’ll go away! **At Jimbo’s Floors, we offer the 100% Iron Clad Triple Guarantee:**

- 1) You’ll love your new floors or we’ll

- replace them free in the first 30 days.
- 2) Lifetime installation warranty.
- 3) Installer professionalism guarantee. And we’ll be happy to provide you with testimonials proving that we honor our guarantees!

Get Every 4th Room FREE!

- Get flooring for any 4 rooms and get the smallest free! Use on as many rooms as you like!
- Pay \$0 down, \$0 payments and \$0 interest for 12 months!

**Offer Expires 1/31/09
Call or visit us now!**

WARNING: Don’t call or visit any floor dealer until you hear this **FREE 24-Hour**

Consumer Awareness Message

Learn how to avoid predatory dealers, 3 costly misconceptions about flooring, and 5 questions to ask before buying.

1-800-123-4567 x 1234

This could be used as a drop card, oversized postcard, display ad, 5-around, target farming, etc.

1. Compelling headline. Prequalifies prospects. (Homeowners)
2. Uses the PAS formula.
3. Copy is benefit-laden, but in the form of PAS. Language keeps prospects interest.
4. Sub-heads create double readership path. Compelling.
5. Big offer.
6. Call to action with deadline.
7. Secondary response mechanism.

Analyze the ad on the following page. List the direct-response marketing elements.
List ways you could improve it. Compare your analysis with mine on the page after the ad.

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Notes:



“Your Neighbor Was Thrilled With Our Services... What Can I Do To Win Your Business?”

Dear Friend,

Jim Armstrong, owner of Jimbo’s Floors here. I am so disappointed that I haven’t heard from you! Two weeks ago I sent you a postcard telling you about the gorgeous new floors we installed for your neighbors, Doug & Betty Arrowsmith. I even gave you a special offer because you are neighbors of the Arrowsmiths. Well, your new neighbors, the Lavenan’s just had us install beautiful new laminate, so I’m re-extending the offer.

“Dear Roberto, we’d like to thank you for always being available to answer our many questions about the floor-buying process. Your availability and your expertise gave us the answers we needed to get flooring for our first home. Because this was our first time buying a home and new floors, we had many questions. Whether meeting face-to-face or speaking over the phone, we always felt you gave 100% of yourself to our needs. Thank you for helping us find what turned out to be beautiful laminate. The area rug you recommended looks great in the dining room. You’re the best.”

**-Jonathan & Marie Lavenan,
Software Sales and Paralegal,
Marysville**

Get 17% More FREE!

When you buy any amount of flooring of any kind, I’ll give you 17% more...FREE. But this offer expires on 1/31/09.

The top 6 reasons you’ll want to use Jimbo’s Floors to make your home beautiful

6. We have many appointments available for you to choose from
5. We keep a portfolio of testimonials from our clients in YOUR community; and we’ll be happy to let you read it.
4. You are protected by my “Zero Regrets Guarantee.” *You’ll love your new floors or I’ll replace them FREE in the first 30 days!*
3. We’ll come to your home and give you a FREE Design Audit™ to help narrow the thousands of flooring choices to the best one your exact situation. We’ll also give you an exact GUARANTEED written quotation on the spot.
2. I’ll give you a FREE lifetime installation warranty on any flooring you choose!
1. My installers are trained, certified, well-groomed, and professional. They respect and protect your home by using drop cloths and corner guards.

This is your final chance to benefit from this great offer! Call or visit Jimbo’s Floors by 1/31/09 to get your free, no-obligation, no-hassle Design Audit. I’m looking forward to meeting you! *-Jim Armstrong/Owner of Jimbo’s Floors*

Jimbo’s Floors • 479 Jones Rd., Yuba City • 530-790-3338

This is designed as a postcard to be sent to neighborhoods where you have recently provided services. It could also be re-worked into a letter, insert, door hanger, etc.

1. Compelling, attention-grabbing headline. Also creates curiosity.
2. Sub-heads.
3. Credibility builder. Answers “why prospect should believe you.”
4. Testimonial—this entire ad is based on a testimonial.
5. Drama—photo of happy clients and their baby
6. Big, bold Guarantees
7. Big, unusual offer. 17% stands out much more than 15% or 20%. A very small, select group of savvy marketers are moving to these kinds of “oddball” percentages. Also, it’s not 17% off, which is what you’d normally find. It’s 17% more free. So if they buy \$1,000 worth of product, they get \$170 additional for free. This is essentially a built-in upsell.
8. Bullets of benefits.
9. Call to action/deadline.

Analyze the ad on the following page. List the direct-response marketing elements.

List ways you could improve it. Compare your analysis with mine on the page after the ad.

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Notes:



“We’re So Sad To See You Go!”

Dear Friend,
Jim Armstrong, owner of Jimbo’s Floors here. I’ve written you several times and extended you an amazing offer. Because we haven’t heard from you, we’ll have to give this offer to another client if we don’t hear from you right away.

Don’t Cry...You Can Still Get 17% More Flooring FREE!

Visit Jimbo’s Floors by Friday, February 27th and we will give you 17% more flooring free! This is good on any products we carry including, wood, laminate, carpet, tile, and vinyl. But you **MUST** visit Jimbo’s right away. If you wait until after Feb. 27th, I’ll have to give this offer to someone else.

4 Reasons You’ll Love Jimbo’s Floors

1. You are protected by my “Zero Regrets Guarantee.” You’ll love your new floors or I’ll replace them **FREE** in the first 30 days!
2. I’ll give you a **FREE** lifetime installation warranty on any floor you buy!
3. I only hire courteous, clean-cut, professional installers who are thoroughly trained and certified.
4. I have a thick book of testimonials from past clients. Have a look through it when you visit. We keep it right on the front counter!

Call or Visit Jimbo’s Floors Now! 479 Jones Rd., Yuba City • 530-790-3338

1. Strong, attention-grabbing headline and photo.
2. Sub heads with benefits.
3. Copy is personal and humorous.
4. Very unusual...it's doubtful that anyone receiving this will have ever gotten anything like it before.
5. Bullets with benefits.
6. Powerful guarantee.
7. Unusual offer.
8. Call to action/deadline.

Analyze the ad on the following page. List the direct-response marketing elements. List ways you could improve it. Compare your analysis with mine on the page after the ad.

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Notes:

Attention: Exclusively for surrounding area homeowners...

"You Will Love Your New Floors Or I'll Replace Them FREE...Guaranteed!"

Do not read any further if you are looking for a cheap, inexperienced, non-professional, non-guaranteed, bait-and-switch, coupon floor dealer. We simply DO NOT do business that way!



Jim Armstrong
Owner, Jimbo's Floors
Yuba City's
Flooring Guru

"You are protected by my 100%, Iron-Clad Triple Guarantee!"

1. **Zero Regrets Guarantee.** You'll love your new floors or I'll replace them FREE in the first 30 days.
2. **Lifetime Installation warranty.** You'll get it FREE on any floor you purchase.
3. **Installer Professionalism Guarantee.** Your Store installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You'll receive the highest-quality installation in the business. And after they're finished, they will leave your home as neat and clean as when they arrived!

X _____ (signature)

5 Out Of The 63 Reasons You'll Love Our Service...

1. **Free Design Audit™**—This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They'll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation.
2. **You'll also get a written, customized "maintenance" plan** with our professional recommendations for getting the longest life and beauty out of your floor.
3. **Honest Pricing**—When we visit your home, we'll give you an exact GUARANTEED written quotation on the spot. No hidden costs. No teeny-tiny print.
4. **You're kept updated throughout the process**—From the time you select the product until after it's installed, you will be contacted no fewer than six times by phone and by mail. You'll never have to wonder what's happening with your flooring.
5. **You can read our testimonials**—We have a thick book of testimonials on the front counter. Please have a look through it when you stop by. OR go to www.JimbosFloors.com to see them right now!

Here's what a few of our neighbors are saying about our service....

"From the very first time I met Jim and Sheryl, and the rest of the staff, I was made to feel very comfortable. I thoroughly enjoyed the friendliness and personability of the staff at Jimbo's throughout the entire installation process. I get tons of compliments on my new hardwood floors! I'm super happy!"

-Andy Koch, Architect, Yuba City

"Jim—you already know we think you're great—we refer you all the time and will keep doing so! Our new carpet looks awesome!"

-Mike & Julie Nickel, Firefighter & Office Manager, Live Oak

"If I know of any of my friends that are looking to re-carpet their home, and I will certainly recommend Jimbo's Floors. Thanks again, Jim, Sheryl and Roberto, for everything." -Jeanette Ellington, Nurse, Marysville

WARNING

Don't call or visit any floor dealer until you hear this money & sanity saving

24-Hr FREE Recorded

Consumer Awareness Message!

You will learn...

- 7 costly misconceptions about flooring
- How to avoid predatory floor dealers
- 6 mistakes to avoid when choosing a flooring store
- 3 "dirty little secrets" about installation that most dealers pray you never learn about
- Which floor covering is best for you
- How to get an iron-clad warranty
- 4 steps to getting the flooring of your dreams without the stress

1-800-123-4567 x 123

FREE E-Book

**"The Consumer's Guide
To Floor Covering"**

Go to www.JimbosFloors.com
to get your free copy!

While you're there, sign up to get
our monthly special!

**Jimbo's
Floors** 479 Jones Rd.
Yuba City
530-790-3338

Go to www.JimbosFloors.com to see more testimonials 36

This is primarily a yellow page or display ad, but could be tweaked into an oversize postcard, flyer, free-standing insert, 5-around, etc.

1. Big, bold, bite-you-in-the-butt headline.
2. Lots of compelling sub-heads.
3. Very, very different “look” than other flooring ads. Stands out.
4. Prequalifying language under headline.
5. Big, ol’ honkin’ triple guarantee right at the top. With a signature, no less!
6. Bullets with benefits.
7. Testimonials
8. Multiple response mechanisms.
9. Offer—free e-book. Also drives them to the website.
10. Website is mentioned a total of three times—once at the website they will see testimonials, referral rewards, products, 7 reasons to choose Jimbo’s, etc.

Analyze the ad on the following page. List the direct-response marketing elements. List ways you could improve it. Compare your analysis with mine on the page after the ad.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 10.

Notes:

“If You Aren’t Happy With Your New Flooring... I’ll Replace It FREE!”



“Have I Lost
My Mind?!?”

Jim Armstrong
Fearless Leader Of Jimbo’s Floors

Dear Friend and Client,

You can rest assured that I have NOT lost my mind, that I am totally sane, and that my outrageous “No Regrets” guarantee is completely real: *when you buy new flooring from me, if you aren’t happy with it, I’ll replace it FREE in the first 30 days!* However, my accountant Stanley Pennyfingers *definitely* thinks I’ve lost my marbles! Before he went on vacation to Detroit with his mother he warned me not to offer the “No Regrets” guarantee under any circumstances! He said I was crazy. He said I would lose my shirt. He said no other flooring dealer offers this kind of guarantee!

But I decided to throw caution to the wind! (Boy, Pennyfingers is going to be *grumpy* when he gets back on June 1st and finds out what I’ve done!)

Anyway, I offer this amazing guarantee because flooring is the biggest interior decorating decision you will ever make, and I want you to be head-over-heels thrilled with your selection! When you buy flooring from me, you never, ever have to worry about accidentally choosing the wrong floor. So if you are unhappy with the flooring, I’ll replace it one time free of charge with another style of equal or lesser value. If the new flooring you select costs more, you simply pay the difference. (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn’t unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

I Make The Entire Process Fun, Easy and “Headache” Free!

I specialize in knocking the socks off my clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here’s what you’ll enjoy during my World Class Installation System:

Free Design Audit—This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They’ll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They’ll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.

You’re kept updated throughout the process—From the time you select the product until after it’s installed, you will be contacted no fewer than six times by phone and by mail. You’ll never have to wonder what’s happening with your flooring.

Installer professionalism guarantee—Jimbo’s Floors installers are neat, clean, well-groomed, well-spoken and

professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You'll receive the highest-quality installation in the business. And after they're finished, they will leave your home as neat and clean as when they arrived!

You Are Also Protected By My FREE Lifetime Installation Warranty

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or "manufactured" in your home. This makes the installation critical. I offer a lifetime installation warranty at Jimbo's Floors. You NEVER have to worry about something going wrong with the installation. If it does, I'll fix it FREE! And I'll do it quickly. (Yep...Pennyfingers is definitely not going to like this.)

*******Spring Special*******

The First 13 Clients Will Get A FREE German-Made Sebo Vacuum! (Hoo-boy...Pennyfingers is going to blow a fuse when he finds out about this.)

Sebo vacuums were designed in 1978 by a team of German engineers. Here are just a few of the benefits of these amazing machines: (NOTE: You can become a Sebo dealer by going to www.Sebo-Vacuums.com. OR substitute with your own vacuum.)

- Automatically adjusts itself to the optimum cleaning height—this guarantees optimal cleaning performance and protects carpets and hard surfaces
- Switches off automatically when jammed, blocked, or if the bag is full
- Bags load into the machine automatically...just close the cover!
- Works on all types of carpet—cleans incredibly well on hard surfaces!
- Slimline design—the automatic X is an upright, but can adjust to lie flat with a clearance of only 5 ½ inches. It will easily go under your beds!
- And much, much more!

When you buy \$2,500 worth of flooring by May 31st, I'll GIVE YOU one of these fabulous machines! But Pennyfingers will be back on June 1st, so this offer is limited to the first 13 clients who respond by the May 31st deadline. After that, you'll still get all the guarantees, but there's no way Pennyfingers will let me keep giving away free vacuums. (Sheesh! Is he going to be upset!)

What To Do Right Now—Bring this letter into the showroom before May 31st (before Pennyfingers gets back!) and get your brand new flooring, the "No Regrets Guarantee," the Lifetime Installation Warranty, and your FREE Sebo Vacuum!

Sincerely,

Jim Armstrong

P.S. Get a FREE German-Made Sebo vacuum when you buy \$2,500 worth of flooring before May 31st!

P.P.S. You are protected by my "No Regrets" Guarantee: If you aren't happy with your new floors...I'll replace them free in the first 30 days!

P.P.P.S. My accountant Stanley Pennyfingers *definitely* thinks I've lost my marbles! He warned me not to offer the "No Regrets" guarantee under any circumstances! So when he finds out that I'm not only offering this guarantee, but I'm also GIVING AWAY VACUUM CLEANERS, he's going to be very upset. So you've got to take advantage of the free vacuum offer before he gets back from vacation on June 1st.

P.P.P.P.S. Who is the next person you know who needs new flooring, window coverings, counters, or bath or tub enclosures? Can I count on you to pass this letter along to them? You will be doing them a GIGANTIC favor by referring them to a professional they can trust!

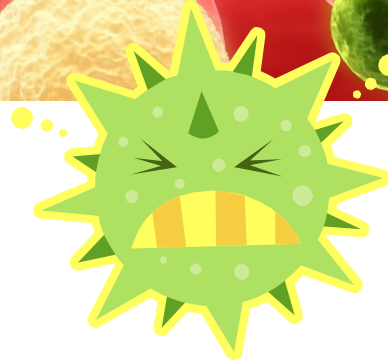
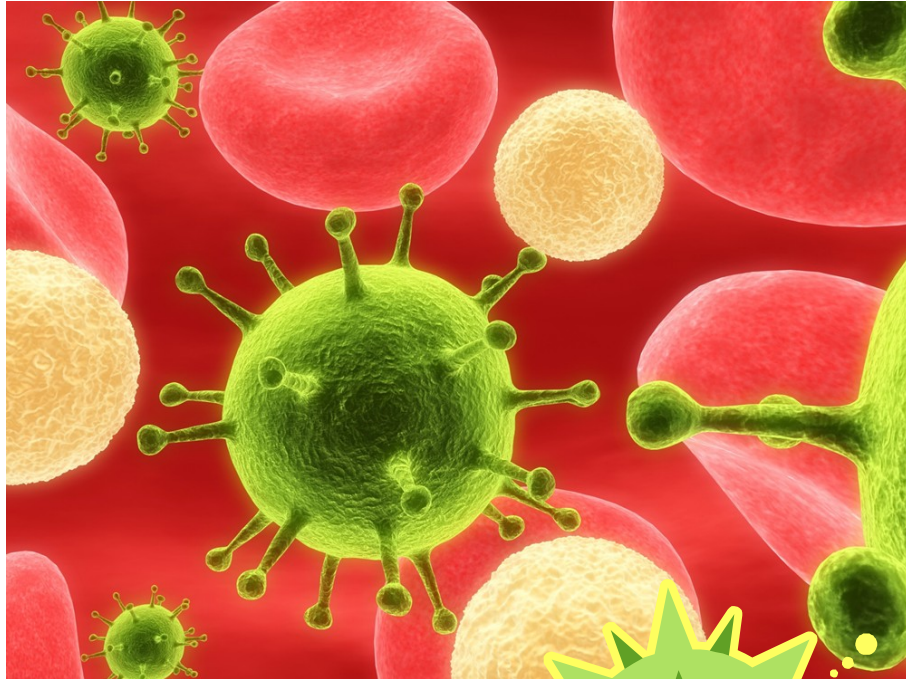
P.P.P.P.P.S Don't forget about my Referral Rewards program! Every time you refer someone who becomes a client, I will send you a gift certificate for two passes to the Movies-8 Cinema. And Hey! What's a movie without popcorn? The gift certificate will also cover a big box of hot, buttered popcorn and sodas!

**Jimbo's Floors
1234 Main St./Yuba City, CA 95993
530-790-3338**

This can work as a letter, flyer, free standing insert, 5-around, etc.

1. Big headline.
2. Attention-grabbing photo—humorous. Creates curiosity. None of the dealers in your area will dream of using photos like this.
3. Copy is very personable. Sounds like a chat over coffee. Benefit-laden. Leads prospects down a very logical, step-by-step path to the sale.
4. Lots of sub-heads. Good double-readership path.
5. Bullets of benefits.
6. Big promise.
7. Drama. (Pennyfingers.)
8. Guarantees.
9. Offer
10. Call to action/deadline
11. PS's galore!
- 12.
- 13.

Part 2—Mold





Jim using moldy ads.

- Poor
- Broke
- Pathetic
- Unshaven
- Bad color-coordination
- Seems upset



The "Coach," now using golden ads.

- Flush
- Inspired
- Dapper
- Good, close shave
- Eyes fixed steadfastly on the horizon

Analyze the ad on the following page. What's wrong with it (if anything)?
List ways you could improve it. Compare your analysis with mine on the page after the ad.

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Notes:

Carpets

Laminates

Woods

Tile

Vinyl

Granite
& Marble
Countertops

Faux
Painting
& Custom
Murals

Window
Coverings

Wall
Coverings

Custom
Area Rugs

"We Discount Price...Not Quality!"

\$1.50

Carpet Special

per sq. ft. Installed With
Base Grade Pad

**Immediate
Installation**

**FINANCING
AVAILABLE!**
90 Days/6 Months
Same As Cash
O.A.C.

**HUGE SELECTION
MAJOR BRANDS**

Visit Our Showrooms
Open 7 Days
Eve & Weekend Appts.

FREE!
Estimates
Pad Upgrade

INTERIOR DESIGNER
ON-SITE TO ANSWER ALL YOUR
DECORATING QUESTIONS

West Coast Floors & Design Centers

2 LOCATIONS TO SERVE YOU

So. Sacramento/Elk Grove

Citrus Heights

391-

863-

Off Hwy. 99 & Florin Rd.

ISON AVE.
Corner of San Juan & Madison

— **www.**

rs.com —



1. The headline makes this ad into an instant “price shopper” magnet. A BIG magnet...like the kind used in wrecking yards to hoist up junked Buicks.
2. The offer of \$1.50 per square ft. makes the magnet more powerful. Powerful enough to use as one of the magnets in the 17-mile, atom-smashing cyclotron being built in France.
3. Sub-heads offer weak, copy-cat language. Nothing compelling.
4. Same, boring list of products that everyone lists. But hold on a sec! They listed the products in little round photos! This totally separates them from the dealers who list their stuff in a vertical stack. Brilliant! An ad rep **had** to have designed this!

Analyze the ad on the following page. What’s wrong with it (if anything)?

List ways you could improve it. Compare your analysis with mine on the page after the ad.

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Notes:

 **Barnett**
HEATING & AIR

Family owned since 1973

***"Make Us Your Last Estimate
You'll Be Glad You Did!"***

With higher efficiencies and Lifetime warranties included

Call for a Free estimate.

Lic

9 [redacted] 4

A+ Amena Dealer

1. Name of the company for the headline. A company name is not a benefit (usually), and is definitely not compelling.
2. Basically a blown up business card.
3. No compelling reason to call him vs. anyone else.
4. "Make us your last estimate you'll be glad you did" is a price-shopper magnet.
5. Does not pass the "who cares?" test.

Analyze the ad on the following page. What's wrong with it (if anything)?

List ways you could improve it. Compare your analysis with mine on the page after the ad.

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Notes:

Be Sure You're Selecting The Right Carpeting...

Call The Professionals
You Can Trust

30 Years Remodeling Carpet
In All Types Of Homes!

Reliable
Professional Installers
Quality Products

DUPONT
STAINMASTER
CARPET

mannington
Original
PERGO
Laminate Floor

ALL MAJOR BRANDS

In Home Consultations
At Your Convenience

Capital City
Carpet

No Pressure Sales
...Guaranteed!

38

www. [redacted] et.com



Specializing In Quality & Craftsmanship • [redacted] Circle • Sacramento

1. The headline might be okay, but they don't follow it up with anything compelling. They don't tell us how to be sure we select the right carpeting. Other than the inane, meaningless, boring, same 'ol sub head below it: "Call the professionals you can trust." Which professionals? Them? They've given us no reason to trust them other than their say-so.
2. Bullets of boringness.
3. Ooops. Hang on a sec. I may have been a bit hasty! They've included a photo of....what is this?...oh my lord! A photo of people looking at (sound the trumpets!) flooring samples! Somebody fetch me a paper bag....I think I'm hyperventilating from sheer amazement.

Analyze the ad on the following page. What's wrong with it (if anything)?

List ways you could improve it. Compare your analysis with mine on the page after the ad.

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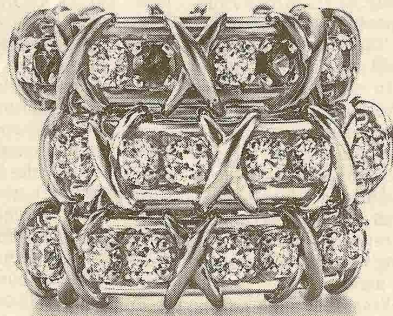
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Notes:

©1860-20



The Ring That Started Something

THE SIXTEEN STONE RING

Tiffany designer Jean Schlumberger's
famous band ring, from \$5,600.

TIFFANY & Co.

800 843 3269 | TIFFANY.COM

This was in the New York times.

1. Obviously an image ad. Tiffany is world renowned, their brand is quite well known and they are obviously just “getting their name out there.” I have no idea if this ad does anything for them or not. And, frankly, neither does Tiffany. However, Tiffany is under no illusion that 50% of the readers are going to leap out of their seats and rush down to their store because of this ad. They know this is not direct response. They are a big company and can afford to run endless image ads.
2. I put this in the moldy section not because it’s bad for Tiffany (I don’t know if it is), but because flooring dealers try to copy the strategy of “getting their name out there,” of “brand building.” It’s horribly expensive and glacier-like in its slowness to work.
3. I still think they should use direct response, offer a free report...something!

Analyze the ad on the following page. What’s wrong with it (if anything)?

List ways you could improve it. Compare your analysis with mine on the page after the ad.

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Notes:

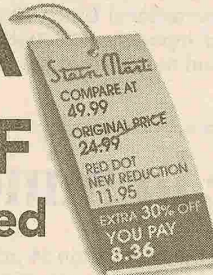
Stein Mart®

**RED DOT
EVENT**

**Get Famous
Brands at
Incredible Prices**

Now an
EXTRA
30% OFF
already reduced
RED DOT
merchandise.

Save more than
80% OFF
department store prices!



Discount is off the lowest ticketed price. Reductions taken at the register. Price adjustments cannot be made to previously purchased clearance items. Clearance merchandise not available in all stores. Excludes shoes, gifts and linens.

**For your nearest Stein Mart store visit
www. .com**

1. First off, I haven't got a friggin' clue what they are selling. This was out of the New York times, so maybe Stein Mart is so well known back there that they don't have to say. But when advertising in a mass media environment (or any environment), why in the name of all that's righteous and holy would you not be crystal clear on what the heck you sell???
2. The only compelling reason to use this company—according to this ad—is price. No other reasons given to choose them vs. anyone else when shopping for...whatever the heck it is they sell.
3. No secondary response mechanism.
4. No testimonials.
5. I'm going to sleep just listing all the stuff wrong with this dog....

Analyze the ad on the following page. What's wrong with it (if anything)?

List ways you could improve it. Compare your analysis with mine on the page after the ad.

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Notes:

You're on the Right Track When You List with Us!

Ask us about our guarantee sales program. Only ERA has the
"Sellers Security Plan". Call for details at [REDACTED]

SOLD



[REDACTED]
671-[REDACTED]

**Showcase
Real Estate, Inc.**

Each ERA Office Independently Owned and Operated

www.[REDACTED].com

Call a Showcase Professional today for sound market advise,
financing options or information on any property on the market.

www.[REDACTED].com or www.[REDACTED].com

1. Headline—they've wasted their headline trying to be clever. Clever is okay as long as you convey benefits or something compelling. "On the right track"?? What solid, concrete, actual benefit does that give the prospect?
2. "Ask about our guarantee sales program" ??? Why do we have to ask? If they hadn't wasted the entire ad with a photo of a dumb real estate sign on some railroad tracks, maybe they would have had space to mention something that was actually relevant to the prospect...LIKE THEIR FRIGGIN' GUARANTEE SALES PROGRAM!
3. Copy at the bottom is the "anybody is our client" kind of verbiage. ("...any property on the market.") They are telling everyone that they are not specialists...they are generalists. And generalists are the ones who get beat up on price, get little respect, get paid less, and suffer the worst during economic turmoil.

I tell you, real estate ads are some of the worst. And the sad thing is, they ought to know better. The real estate industry is unrivaled in the sheer volume of training, coaching, and turn-key marketing systems available for agents. Yet they continue to crank this crap out by the dump-truck load.

Analyze the ad on the following page. What's wrong with it (if anything)?

List ways you could improve it. Compare your analysis with mine on the page after the ad.

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Notes:

FREE ESTIMATE/EXPERT INSTALLATION

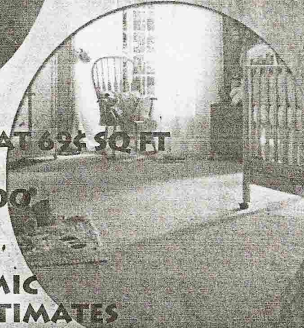
OPEN 7 DAYS A WEEK

RESIDENTIAL · COMMERCIAL

**LARGE SELECTION
AFFORDABLE PRICES**



**12 MONTHS
SAME AS CASH
O.A.C.**



**CARPET-STARTING AT 69¢ SQ. FT.
VINYL · TILE
LAMINATE · BAMBOO
HARDWOOD
NATURAL STONE
PORCELAIN / CERAMIC
WATER DAMAGE ESTIMATES**



**Financing
Available OAC
Mon-Fri 9:30-6
Sat 10-5 · Sun 11-4
Lic. [REDACTED]**

Delta Flooring

IMMEDIATE INSTALLATION AVAILABLE



331-[REDACTED]



[REDACTED], Ste A, Sacramento

1. Yet another brand-building, image ad , with a headline that...Arrrrg.

That's it. I'm done.