

The 7 Secrets to Creating an Incredibly Successful Ad



By Shannon M. McCaffery
Chief Marketing Implementer



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Believe it or not there are just 7 things that absolutely have to be in an advertisement you and your business produce in order for you to have huge returns. What still amazes me is that not many people use all of these 7 things or not even 2 of them in their ads. What amazes me even more than that is the amount of people who simply just copy what everyone else is doing and settle for that. They don't even test their advertising or worse they treat it like pasta and if it "sticks," meaning they get a few prospects, then they think it's working. All I can say to this is a big "yikes!" I don't want this for you. You spend a lot of good hard-earned cash and you deserve a huge return on your investment in advertising.

Don't listen to those Value-pak sales man or your Yellow pages ad representative when they tell you your logo needs to be big and right up there at the top. Trust me on this, having your logo huge and at the top WILL NOT bring in more customers. In fact, it's in the advertising salesman's best interest to have your ad look like everyone else's because it's a lot less work for them when laying out the ads. Trust me on this one, I know this first hand from dealing with them. Hence I'm thrilled you requested this report and hope you get a tremendous amount of value from what I'm about to tell you.

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The main focus of my marketing and what I'm suggesting you do in your advertisements is called direct response marketing. It's putting together an ad for the sole purpose of your prospect to respond to you. It ought to be written in a conversational writing style and really get at your prospects emotions. The majority of advertising out there is called brand or image advertising. This is the kind of advertising that big companies do like Pepsi, or Target. These big guys have the money and can lead with their logo or brand because they've spent millions of dollars on advertising so that you know who they are. If your business isn't as big as Pepsi or Target, my suggestion to you is that you follow a direct response marketing approach in your business by using these 7 secrets in your advertising. I promise you, when you start using at least 5 of these, you WILL see a direct increase in responses to your ads.

Why not check out these 7 secrets and promise me you'll include all of them, or at least 5 of them in your next advertisement!

- 1) **You Need An Eye-Popping Headline**- All your advertising needs a headline- yes a headline- NOT the name of your company or business at the top of your ad. You are not Pepsi or M&M's, you need to have a headline that addresses a problem or a benefit that you can solve or enhance with a product or service that you offer. A good example is- "Warning, don't call any advertising agencies until you read this?" or "How to create a party or event that you and your guests will absolutely remember for the rest of their lives!" or "Discover how the areas hottest marketing consultant can make your advertising easy and successful- Guaranteed!"

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- 2) **List Irresistible Benefits that Your Clients Will Receive from Your Product/Service-** This is where I don't like to say this but, 99% of businesses get this wrong ALL the time. It's hard to believe but a lot of folks just really don't "GET" what a benefit really is. Let me tell you first what it isn't- it's NOT- "we suck up all the dirt and grime from your carpets." This doesn't get at an emotional benefit to your prospect. You need to reach in and grab at their emotions. A good example would be- "We enable your family to breathe easier and live in a happier and healthier home with incredibly clean air."
- 3) **Where's your Irresistible Offer?** You don't even want to know that 99.9% of all ads I see in local papers and magazines do NOT even have an offer! This is just sacrilegious. Why waste the money and the space if you're not calling your reader and potential prospect to action. This indeed IS the whole point of placing an ad- to get a response! Here's an example- ***"Amazing Free Report Reveals How You Can Make \$100k as an Internet Marketer!"*** This **FREE OFFER** is being made available for a limited time only... so please take action today. To get your **Free Report** call toll free **1-888-888-8888**, 24 hours for a **free-recorded message**. Leave your name and address and your report will be expressed out to you by First Class Mail instantaneously. Or you can go to this website to order a copy- **www.website.com** Get this today so you can get this amazing FREE REPORT that will propel you into the fast track with your business.
- 4) **Put a Specific Call To Action-** After you place your irresistible offer, you have to explain in very specific, clear and simple step-by-step terms how you

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want your prospect to respond. The more you spell it out exactly what you want them to do, the more responses you will receive. This is a good example of how you can explain exactly what you want them to do next-

Here's How to Get your Amazing Free Report that Reveals How You can Make \$100k as an Internet Marketer!

- **Call Toll Free #- 888-888-8888**, 24 hours for a free recorded message. Leave your Name and Address and your FREE Report will be sent out to you immediately.
- **Go to our Website- www.website.com** Fill in your name and address and we will send out a FREE Report to you immediately.
- **Email Us- info@website.com** and give us your address and we'll send out a FREE Report to you immediately.

5) **Deadline Date and/or Limited Quantity-** Every offer has to have a deadline. Let's face it, we're all procrastinators and so are your prospects. You need to put a respond by date or else there's no reason to contact you now, they'll just wait. So put a date on it no further out than 12 days. If it's longer than that, you won't get a good response rate. In fact, the shorter the better- 4 days is about the best. Just keep in mind when you get your mailing out- to include that calculation so your mail won't go out AFTER your deadline, that would NOT be a good thing. Another great idea you can use is to combine a limited quantity to your deadline. You can tell them to respond now to your offer to get the Free Gift, but they need to be the first 20 to respond in order to get it.

6) **Testimonials-** I almost NEVER see these in any ads I peruse. This is a crucial step for smaller businesses. There's no better way for you to explain

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how fantastic your services are than to have a written comment from a former or current client that's touting you, your company, product, services and what kind of results they've had using your products or services. The best kinds of testimonials are those that are quantifiable and have the most information about the person who said it. An example- "By using your Little Back Book of Tax Loopholes I was able to save over \$5,000 this year on my taxes! Suzy Quinton, Marketing Consultant, New Orleans, LA"

- 7) **Photographs**- These are not essential, but they do make your advertising much more affective. The best photograph to have would be one of yourself, or if you're giving something away in your offer, like a free gift or as the above example a free book, it's more beneficial to have a photo of what it is. Photos also increase your response rate.

Well I hope these 7 things have had an impact on you. The best way to know this is for you to take out a piece of paper right now and sketch out an ad using ALL 7 of these right now. (Ok, maybe not all 7 things, but maybe 3 or 4.) Yes, I mean now. Don't just take this article and file it away or put in a binder, on a shelf, or garbage bin somewhere- be that 1% of people who take action and "DO" something to change the effectiveness of your marketing TODAY!

Here's to your huge success!



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P.S. 1- Tired of wasting money on advertising that's not bringing you all the new clients you deserve? Go to www.MarketImplementer.com to get a copy of my FREE Report: *The 9 Marketing Mistakes People Make That Could Bankrupt Their Business and How to Avoid Them!*

P.S. 2- If you want some information about me and my services, please go to:
www.MarketImplementer.com

P.S. 3- If you want to take your business to the next level, have more effective marketing, and increase your sales:

- Call me at (888) 856-McCC (6222)
- E-mail me at info@marketingimplementer.com
- Fax your name, company name, city, state, zip and phone number to
(815) 550-2431

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