



Tool #8 – How to Get 500% More Prospects to Read Your Advertising

Can you show me the rule that states your ad has got to appear like an ad. I'm sure that rule exists somewhere because practically every practice is using ads that screams to the reader *"Flip the page, I'm an ad!"*

People do not buy a newspaper or magazine (or read ezines) for the ads. They're looking for editorial matter to read. And if you blatantly make your ad appear to be an 'ad' then many people will simply ignore it.

People can selectively tune out advertising because they're so easy to spot. Quick. What's the first thing a typical ad has at the top?

I'd bet it's some kind of logo or company name, usually set in reverse (white lettering on black background) or maybe behind a screened image or in some fancy lettering that nobody can make out.

Aha!

This is a major clue that the reader should move on and look for more interesting articles. But alas, dear member you are smarter than that. Because now you're going to get many more interested prospects to read your advertising since it's going to look like editorial matter.

In fact, in readership studies, 5 times as many people read editorial matter as they did advertisements. So it follows if you want to gain 500% more readers, you should try employing an editorial look.

It's called an "advertorial" - an ad that looks like editorial material.

And actually this is not some new discovery. Many of the most successful mail order ads have used an editorial style. And mail order companies will only continue running what works, so therefore editorial or "advertorial" style ads work.

John Caples in his excellent book “How To Make Your Advertising Make Money” (a must for every serious marketer) tells the story of how a well-known business publication doubled their subscriptions using editorial style ads. Here’s what they did:

Their initial efforts consisted of using a standard pen and ink sketch followed by a headline, copy and then their logotype. Then they switched to an advertorial.

They nixed the sketches since no newspaper ever uses sketches. Next they changed the type style of the headline and body copy to match the publication. And finally they dumped their logotype from the bottom of the ads.

The marketing manager of this publication was worried about losing the name-building aspect of dropping their logotype so they inserted the publication’s name in each of the headlines or subheads they used. This way glancers would pick-up the publication name. So headlines like this were effective:

“How (name of publication) Readers Get More Out of Life”

**“I Was Tired of Living on Low Pay – So I Started Reading
(name of publication)”**

Okay, so does that give you some ideas? Especially for you guys worried about not getting your “name out there”. That means you can use this strategy effectively and still build your image and name recognition.

Now before you decide on producing an advertorial, it’s important to study the publication it’s going in;

Do they use initial caps on their headlines? (That Is The First Letters Capitalized Like This) or do they use lower case letters for the entire headline except the first word.

Do they left justify their headlines or do they center them?

Does the publication use serif or sans serif type? Serif is type like Times Roman (like this) with the little curly doohickeys. And serif type is like an Arial or Geneva like this.

Next you want to check out if the publication will use drop caps starting the body of the ad or if they use a byline. A byline is something like (Chicago, Ill.), while a drop is when the first letter of paragraph is stretched to cover 2 or 3 lines of type (like the ‘n’ in this paragraph).

Tips to make your advertising look more editorial are presented in David Ogilvy’s “Ogilvy on Advertising”. His section on print advertising deserves careful study.

Here are the main points from that chapter for making your ads look more editorial:

- 1. Copy is given priority over any illustrations.**
- 2. Use only photographs.**
- 3. Caption all your photographs.**
- 4. 3 column layout.**
- 5. Use only black on white (you'll never see a newspaper printed on a light pink background).**
- 6. DON'T USE ALL CAPS LIKE THIS BECAUSE IT REDUCES READERSHIP.**
- 7. Use lots of subheads throughout your body copy**
- 8. Use the same size lettering the publication does.**

Now your advertorial can take on many forms. I've seen open letters to the readers, an ad that looks like a feature story, feature column (like Health breakthrough), a true confession, or even a hints column.

Let me get your brain in gear with a few examples..

Print Advertorials

ADVERTISEMENT

GOLFING NEWS by Mike Hensen



Small Company's New Golf Ball Flies Too Far; Could Obsolete Many Golf Courses

Pro Hits 400-Yard Tee Shots During Test Round

Want To Shoot An Eagle or Two?

By Mike Hensen

YALESVILLE, CT — A small golf company in Connecticut has created a powerful, new ball that flies like a U-2, putts with the steady roll of a cue ball and bites the green on approach shots like a dropped cat. But don't look for it on weekend TV. Long-hitting pros could make a joke out of some of golf's finest courses with it. One pro who tested the ball drove it 400 yards, reaching the green on all but the longest par-four's. Scientific tests by an independent lab using a hitting machine prove the ball out-distances ten major brands dramatically.

The ball's extraordinary distance comes partly from a revolutionary new dimple design that keeps the ball aloft longer. But there's also a secret change in the core that makes it rise faster off the clubhead. Another change reduces air drag. The result is a ball that gains altitude quickly, then sails like a glider. None of the changes is noticeable in the ball itself.

Despite this extraordinary performance, the company has a problem. A spokesman put it this way: "In golf you need endorsements and TV publicity. This is what gets you in the pro shops and stores where 95% of all golf products are sold. Unless the pros use your ball on TV, you're virtually locked out of these outlets. TV advertising is too expensive to buy on your

own, at least for us.

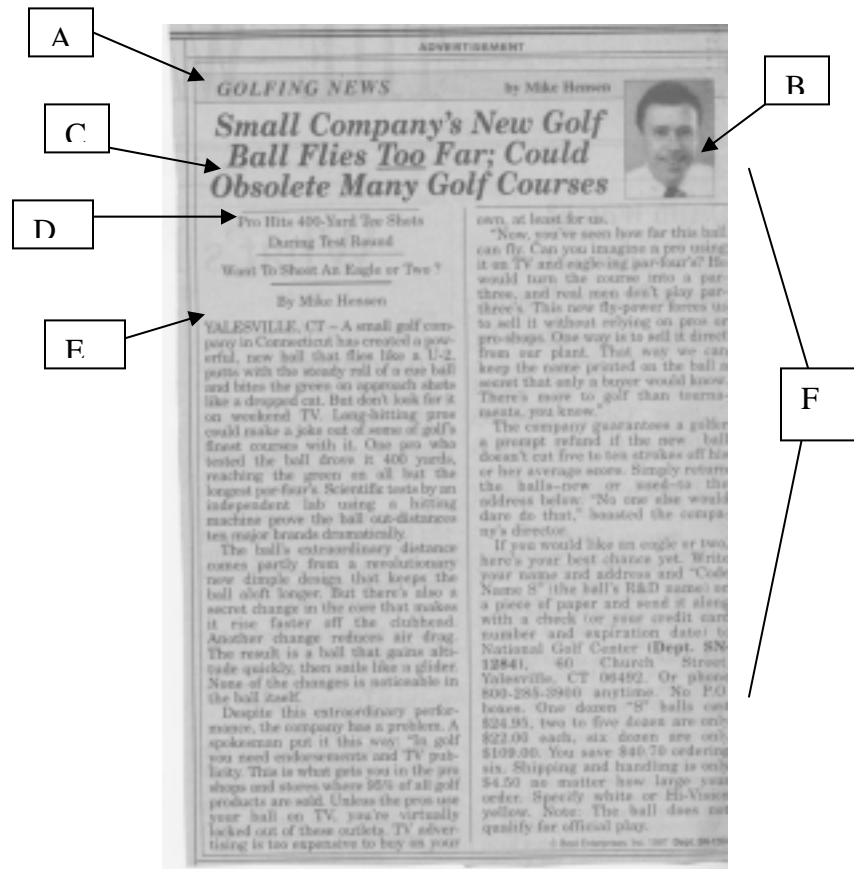
"Now, you've seen how far this ball can fly. Can you imagine a pro using it on TV and eagle-ing par-four's? He would turn the course into a par-three, and real men don't play par-three's. This new fly-power forces us to sell it without relying on pros or pro-shops. One way is to sell it direct from our plant. That way we can keep the name printed on the ball a secret that only a buyer would know. There's more to golf than tournaments, you know."

The company guarantees a golfer a prompt refund if the new ball doesn't cut five to ten strokes off his or her average score. Simply return the balls—new or used—to the address below. "No one else would dare do that," boasted the company's director.

If you would like an eagle or two, here's your best chance yet. Write your name and address and "Code Name S" (the ball's R&D name) on a piece of paper and send it along with a check (or your credit card number and expiration date) to National Golf Center (Dept. SN-1284), 60 Church Street, Yalesville, CT 06492. Or phone 800-285-3900 anytime. No P.O. boxes. One dozen "S" balls cost \$24.95, two to five dozen are only \$22.00 each, six dozen are only \$109.00. You save \$40.70 ordering six. Shipping and handling is only \$4.50 no matter how large your order. Specify white or Hi-Vision yellow. Note: The ball does not qualify for official play.

© Golf Enterprises, Inc. 1987 Dept. SN-1284

This advertorial is an absolute masterpiece. It used to run for quite a long time before the company pulled it. Let's break it down so you can see that it contains almost all the important elements we talked about for advertorials.



- A. "The Golfing News" is used like a syndicated section of the paper. It appears that Mike Hensen is a regular columnist and this is his column.
- B. Author headshot and name is up at the top like a featured columnist.
- C. Headline font and typestyle is editorial but also stresses benefit (along with curiosity).
- D. Subheads are compelling and also formatted like an article.
- E. Notice the author byline and the dateline (Yalesville, CT) just like a news story would have.
- F. When you read the copy of the article it's written almost in a "newsy" slant. Plus, notice the dual columns. All newspapers are set in small column widths.

As you can see if you take a quick glance at this ad it looks just like a real article. That's the power of it. And that's exactly what you should be doing as well. Let me share with you a few more examples:

Special offer for ENQUIRER readers

Amazing herb can boost your energy & make you feel younger

A natural extract from an ancient herb can give you an energy boost and fight aging, say experts.

Called ginkgo, the herb also improves blood circulation and increases stamina, mental concentration and memory. It has also been effective against several medical problems in recent studies.

"Ginkgo extract has been clinically shown to have a great healing effect on a variety of conditions associated with aging," said Dr. Steven T. Margolis, a family physician in Troy, Mich., who's on the teaching staff at the city's William Beaumont Hospital.



DR. STEVEN MARGOLIS says ginkgo is a great healer.

"In fact, it is currently the No. 1 over-the-counter remedy for blood circulation problems sold in Germany. And it is being heavily researched in the areas of Alzheimer's disease and stroke.

"I first learned of ginkgo's amazing therapeutic benefits from a study published six years ago in the American Journal of Natural Medicine. Since then I have seen more than 20 studies documenting its great benefits."

Dr. Margolis said more than 500 of his patients take ginkgo as a daily supplement with very good results.

"It can greatly help older patients for conditions such as absent-mindedness, impaired memory, dizziness, hearing difficulties and low blood flow to the brain," he said.

"It can also help younger people ward off the gradual effects of aging. I strongly recommend it."

Mrs. Adi Johnson of Dallas, Tex., told The ENQUIRER she has been using ginkgo for several months and is



ANCIENT HERB comes from the ginkgo tree.

thrilled with the results.

"I suffered a heart attack 15 years ago. I've felt fatigued and exhausted ever since," she said.

"But after I started taking ginkgo, I was amazed at how quickly my mental and physical energy returned. I haven't felt this good in 15 years!"

HOW YOU CAN ORDER

A 30-day supply (90 caplets) of Ginkgo Complex costs \$19.95, plus \$3.95 shipping. Or order using a credit card; call toll-free: 1-800-552-5228. Or send check or money-order (no CODs) to: UDSI, P.O. Box 2114, Sparks, Nev. 89432-2114.

NATIONAL ENQUIRER
20

This one is from the National Enquirer (actually a terrific place to find excellent advertising that really works).

Notice the pre-head "Special offer for Enquirer readers". Then look at the type style for the headline – that's exactly how they run their stories.

Every photo has a caption. That's incredibly important. Remember when you were taught to read with the "Dick and Jane" books. Well, ever since we were young we've been trained to look underneath a picture for the story. Captions are an amazingly underutilized place for good selling copy.

I want you to also notice the decreasing size of the body copy. The first line "A natural extract from an ancient herb..." is in bold and the biggest size. Next paragraph is a little smaller size and then the next one is even smaller.

This is a good device to draw readers into your copy.

The order box is clearly spelled out – this might be the only place where they take off their disguise of being an article.

Lots and lots of great points you can take away from this ad.

Here's another terrific one that has been running over and over again in one form or another:

Jerry Garcia Postage Stamps Create Collector Stamp-ede!

*Post Office's new
Limited Edition
commemorates an
"American Beauty"*



Collectors race to get colorful new stamps honoring Jerry Garcia.

Tanzania — Even though Jerry Garcia's long, strange trip was tragically cut short two years ago, the Post Office has surprised collectors by releasing a new set of Limited Edition postage stamps to insure that the legacy of this beloved cultural icon will "not fade away."

"Collector demand for these stamps has been unbelievable," stated John Van Emden of the International Collector's Society, distributor of the stamps in the United States and national clearinghouse for rare Limited Edition stamp issues. "Jerry's music created a positive energy that has touched the hearts of all of us, and collectors know that this is their only opportunity to get actual government-issued, legal tender stamps that are both beautiful and rare. In fact, we're nearly sold out!"

Collectors are already predicting that in the very near future these Jerry Garcia stamps will be far more sought after and be more desirable than the United States rock 'n roll stamp series featuring Elvis and Buddy Holly, the most popular commemorative postage stamps of all time.

"Over 500 million Elvis and Buddy

Holly stamps have been issued. When you compare that to these Jerry Garcia stamps, which are issued in a strictly Limited Edition of just thousands worldwide, you can see the irresistible appeal that these stamps have to collectors, Grateful Dead, and Jerry Garcia fans," added Van Emden.

Each of the nine colorful stamps in the set is about four times the size of a regular U.S. postage stamp and is fully authorized and endorsed by the Estate of Jerry Garcia. They're legal for postage in Tanzania and are recognized by every postal authority around the world.

Gotta have 'em? They are available for a short time at \$9.95 (plus \$3 postage and handling) for the complete set of nine colorful stamps, accompanied by a numbered Certificate of Authenticity, a 60 day money back guarantee, and the free pocket guide, "99 Little Known Facts About Jerry Garcia." The most you can buy is six sets. Send your check or money order to JCS, 3600 Crondall Lane, Suite 100ERG, Owings Mills, Maryland 21117. To order by credit card, call toll free 1-800-685-0040.

Little Known Facts About Jerry Garcia

1. Jerry's full name was Jerome John Garcia — named after the great Broadway musical composer Jerome Kern.
2. In Jerry's first gig, his band won a contest and got to record a song. They chose Bill Doggett's "Rasberry."
3. Jerry's first paying gig came with his future songwriting partner, Bob Harris. Named "Fun and Jerry," each earned \$3.00.
4. Garcia loved to play the two-string banjo, which inspired him to organize a bluegrass band in 1962 — the Hot Water Orchestra, later called the Wildwood Boys.
5. Jerry performed in several groups that only existed for a gig or two: the Thunder Mountain Jub Truopers, the Sleepy Hollow Big Band, the Wildwood Boys, and the Black Mountain Boys.

Take from the pocket guide
"99 Little Known Facts
About Jerry Garcia"
that you get free with your
order of these stamps.

I found this ad in the Wall Street Journal and it is being run by a company in Maryland that sells all kinds of collectible stamps using the advertorial formula. I've seen variations of this ad run with Betty Boop, Elvis and other popular characters. It's like a cookie cutter formula that just keeps working and working and working.

The next example is from an in-flight magazine:

TRENDS

Valenti International

Today's Eligible, Single, Successful Men and Women Turn to America's Top Matchmaking Specialist for the Most Important Decision of Their Lives

Those who seek to achieve results in today's rapidly accelerating society understand the need to take appropriate measures to get what they want out of life.

Never before has there been more emphasis on healthy relationships, family togetherness, and emotional well-being as the necessary foundation leading to a road of life-long success. Yet with time as our most precious and limited resource, it has become increasingly difficult for high achievers to balance their life's work, cultural and academic activities, and the time available to invest with loved ones.

With this in mind, it is easy to see and understand why today's most intelligent and successful individuals in search of their life partner are taking more care and precaution when it comes to choosing their mate.

For years we have seen the appearance of practically every fathomable method of pairing individuals and individuals pairing themselves; from well-meaning friends and family, to single parties and the internet superhighway. Undoubtedly however, if you are an attractive, successful, relatively private and selective individual, you have found that the more you have to offer the more difficult it seems to find the person who is right for you.

Discerning people today want more out of their lives and their relationships. There is clearly a special focus when it comes to the selection process for finding a potential romantic companion. Most people recognize the value of engaging an expert to assist them in their personal search. The question is, "How do you find an expert you can trust?"

Valenti International of Rancho Santa Fe, California is the only company of its kind to consistently attract and produce results for a select worldwide clientele of quality individuals in their quest for a suitable and compatible life partner.

Irene Valenti, President and founder, is actively involved in every aspect of the business.

"We truly understand what today's most



Irene Valenti, President & Lady M Artist

exceptional individuals must endure in order to find a compatible life partner. With a staff of Ph.D. Psychologists and an experienced team of professionals, we are able to meet with and get to know our clients personally. This enables us to create a solid foundation for providing

the best recommendations to our clients." The only risk with regard to retaining our services is the risk of drastically increasing your options and actually meeting the right person," Valenti states.

Valenti International takes into consideration social and economic backgrounds, family values and interests, as well as personalities and other individual considerations necessary for a successful match. The term, "Matchmaking in the European Tradition" represents an established professional process carefully structured to promote the best results for each client of Valenti International. There are no impersonal methods or computers used for making or selecting introductions. "Each personal introduction or recommendation is made on a comfortable and selective, one-to-one basis. Our clients achieve success without feeling that their time is taken for granted," says Irene Valenti.

What started as one woman's quest to make a difference in people's lives has grown into a world-renowned company, a family legacy, and a powerful model for building successful relationships through effective introductions. "I am always impressed with the quality of people my service attracts," says Valenti—who continues to position her reputable company through service excellence and quality advertising. "There is nothing more satisfying to me than to see my clients achieve the happiness they deserve."

Valenti International is the only business of its kind to consistently attract and produce results for a select worldwide clientele. These clients range from the comfortable to the extremely wealthy, embracing all ages and a variety of backgrounds and cultures. If you or someone you know would like to find that special someone, contact Valenti International at (800) 200-8253 or (858) 759-9239. You can also visit their website at: www.valenti.org. A confidential consultation will be arranged with no obligation, P.O. Box 2534, 16909 Via De Santa Fe, Suite 202, Rancho Santa Fe, California, 92067 USA.

ADVERTISEMENT FEATURE

Now there are a couple things wrong with ad but I thought it would be worthwhile to show you. Let's start with the correct parts. They use a drop cap letter (that's the big "T" in the first paragraph). It's set just like and article except the photo is too big. And they use a title for the section like "Trends". Very good.

The improvements necessary are in the headline and no caption on the photo. The headline is very poor – just the company name. Though the subhead does a good job of selling.

For the final two examples in the print category I want to show a few local business ads that have taken to this advertorial style. None of these two examples are flawless but compared to other carpet cleaners and cosmetic surgeons they are miles ahead. Take a look:

Cosmetic Surgery
Number 9 of a Series

Better Than Ever

ROBERT K. SIGAL, M.D.
 HARVEY W. AUSTIN, M.D.
 GEORGE W. WESTON, M.D.
 & BYRON D. POINDEXTER, M.D.

Cosmetic surgery is really four-dimensional surgery. Your face is three-dimensional, but, unlike sculpting in stone or wood, these results are affected by a fourth dimension — the passage of time.

Healing — the three "phases" of Eve

At the end of the operation, your face is new and the staples and "cosmetic clips" hold everything in place for healing to begin.



Before

Woman's healing glue is called *scar tissue*. And, like all glue, the "drying process" passes through phases.

Phase one, the earliest phase of healing, lasts about a week. We call it the "Wet Elmer's Glue" phase. It's strong enough, but it won't take any abuse. We remove the staples and clips at the end of this time.

Phase two, the gummy phase, varies a lot and lasts around three months. It has been called the "dried-library-pasta-at-the-bottom-of-the-jar" when you were in the second-grade" phase. You feel hard and tight and the scars are red. It is inevitable and a nuisance you must abide — but it's temporary.

Phase three, ("Finally!") we call the "spider web" phase. The swelling is gone, the scars have faded to white lines, your face is no longer tender and the scar, like a spider's web, is very strong.

When am I done?

With that as background, let's get practical and talk about some markers after a healing.

Marker # 1. Day One after surgery: You come back to your office and band-aids are removed. Go home to take a shower and wash your hair.

Marker # 2. Two weeks: You look healed enough to be among strangers — with good make-up.

Marker #3. Three weeks: You don't okay to be out among friends, again with good make-up. A perceptive person might ask if your face is a little swollen. Usually, though, your friends' comments are positive. "Wow, you look great. Did you lose weight?" or "New hairdo?"

Marker #4. Four months: About now, perhaps sooner, your face begins to feel normal. You're in phase three of healing, the "spiderweb" phase.

How long will it last?

Hard question because the answer depends on so much — such as, what type of aging your face has, how old you looked when you first came in, and which procedures we performed. As a rule of thumb, six to eight years, often longer. Some improvements, like a more attractive nose, cheekbone implants or a chin augmentation are permanent.

Will I need a touch-up?

A surgical touch-up is useful for about one of seven patients. It is an adjustment which either wasn't done or

couldn't be done at the time of the original surgery. It is usually covered as part of the original fee.

Can I keep up with the aging process?

We can help you try to keep up with the aging process, but age brings some skin and padding changes we don't know how to fix yet. From time to time, we can perform certain procedures which can turn the clock back once again. While it might mean you have another face lift, more often we can accomplish a lot with smaller procedures.

One of the best of these is a new procedure we've developed called the "brightening lift". It tightens the skin of the temple, lifts any drooping of the outer corner of the eyebrow and even lifts the cheek a little more. The recovery time is minimal. You comb your hair over the little dressing and you can be off to the movies an hour later. Best of all, there is hardly any scar to show for it.

The
AUSTIN-WESTON
CENTER
for
COSMETIC SURGERY

1825 Sunset Moore Drive, Roanoke, VA 24090
 (703) 893-6168 • 1 (800) 385-1011
<http://www.austin-weston.com>

**Offering Laser Hair Removal
 and Spine Pain Treatments.
 Call for Appointment.**

The first ad is for a cosmetic surgeon in the Washington area. There are lots of things I would change about this ad but it gets the job done because I see an ad in this series running each and every month in the Washingtonian magazine.

I would use a more compelling headline, put captions underneath the photos and not use all 4 doctors as the authors. But aside from that I applaud them for using the advertorial method when most of their colleagues simply use “image” advertising.

The next ad is an interesting one because it is for a local service business – carpet cleaning:

Unforgettable Carpet and Upholstery Cleaning, Inc.

How To Choose The Right Carpet Cleaner For You

An Interview with Debbie and Larry Rosenthal

Met the Rosenthals, an energetic couple with years of experience in the carpet cleaning industry and owners of Unforgettable Carpet and Upholstery Cleaning.

Q. With so many carpet cleaners out there how does one know who to choose?

Debbie: It's difficult because consumers see so many advertisements giving deal after deal and later discover that the quality of the work performed is substandard and not a deal at all.

Q. What do you mean?

Debbie: We have heard of carpets remaining wet for days with odors and soil returning soon after that. A carpet cleaned properly should dry quickly and stay looking great.

Q. I've always found that once I had my carpets cleaned, they seem to attract soil and need to be cleaned more often.

Larry: That's true with many cleaning methods because soap or chemical residues which will attract dirt are often left in the carpet. The soap residue and dirt must be completely extracted or your carpet will eventually look dirtier than when you started. Most cleaning companies do not have the rinse-extract step which is essential to proper carpet cleaning.

Q. What cleaning method do you recommend?

Larry: At Unforgettable, we rotary shampoo the carpets first, over scrubbing those hard-to-reach edges, corners,



you have plenty of experience in the carpet cleaning industry.

Larry: Yes, we take pride in our experience and our customers recognize that when they talk with Debbie on the phone. She answers all questions honestly and thoroughly. Unforgettable customers can be assured that they will always deal directly with us — the owners and operators. Our commitment to quality and service is the most important factor we stress.

Q. Is there anything else you would like to add?

Debbie: Only that we guarantee all of our work and if you have tried other methods of carpet cleaning and weren't completely satisfied — please give us a call. We will not disappoint you. Your carpets will look and feel better than they have in years.

The professionalism of this husband and wife team will revive your customer confidence. But you don't have to take my word for it — give Debbie and Larry a call and talk with them directly. Call Unforgettable Carpet and Upholstery Cleaning, Inc. at (703) 569-0112.

Unforgettable Carpet and Upholstery Cleaning, Inc. is fully licensed and insured with references readily available. Other services offered by this quality firm include:

- Pet Stain & Urine Removal
- 24-hour Emergency Water Damage Restoration
- Red Dye Stain Removal
- ORIENTAL RUG BEAUTIFICATION
- Carpet Repair

OUR TEN POINT PROMISE TO YOU

- Evaluate and Discuss with Customer All Work to be Completed
- Double Rinse Entire Carpet with Clean Hot Water Including All Edges and Corners, Extracting All Soap, Water and Residue
- Move Furniture
- Drying Process Uses the High Powered Mach II Extraction System, which Speeds Final Carpet Drying Time
- Vacuum with Commercial Vacuum Cleaner
- Replace All Furniture Using Protective Tabs
- Pre-Spot All Water and Oil Based Stains
- Final Customer Inspection of Entire Work Area
- Hand Shampoo Soiled Edges, Corners and All Stains
- Rotary Shampoo and Deodorize Entire Carpet with Soft Nylon Brush



Unforgettable Carpet and Upholstery Cleaning, Inc.
(703) 569-0112

This is an excellent (and very simple) headline: “How to choose the right carpet cleaner”. I’ve seen this ad run many times in the Washingtonian also so that means it is working.

This is a good ad to model your advertorial on. Start with the headline “How to chose the right _____” (whatever your industry is). Simple, right?

Then just use a Q & A style, a photo and add an assurance promise and you’re all set.

Direct Mail Advertorials

Not only can you use advertorials in newspapers and magazines but a good strategy is to use them as stand-alone direct mail pieces. This is a specialized type of mailing called “tear sheet” mailings.

I bet you’ve probably even received one or two of them. Most tear sheet mailings come in closed faced #10 envelopes with a real first class stamp, your a typewritten address and no return address. Then once you open it there is simply an advertorial magazine or newspaper ad with a handwritten yellow post-it note attached to it. The note usually says something like

“Yanik,
Try this it works.
-J”

The “J” is just an initial so the advertiser wants you to think that a friend (whose name starts with ‘J’) sent you this information. Check out the examples below:

FRIDAY, APRIL 21ST, 2000

In Time for Spring Way of Buying

Auto Dreams to Become Shoppers As Unprecedented

SILVER SPRING, MD - Mark Cutshaw, Used Car Manager of Crystal Ford Isuzu Daewoo stunned area residents today announcing, "In time for the Spring comes an all new way to buy cars that's simple and inexpensive." This unique sales event, also known as the "National Acquisition 'Insider' Sales Event" allows buyers to take on payments on the used vehicle of their choice for a low initial fee of only \$29*.

The event will be held for just 4 days, Thursday,

Cuts offering will be near wholesale level pricing. During "The National Acquisition 'Insider' Sale" every vehicle will be clearly marked and available for the low acquisition fee of just \$29*. Extended terms and special financing will be available to help reduce monthly payments or obtain credit for those who may have had challenges in the past. No

"This Spring, a Great New Way of Buying Cars Will Be In Full Bloom! You Simply Pick Out A Vehicle, Pay the \$29 Fee* and

AUTOMOTIVE INSIDER

a Great New at a \$29 Fee*!

opolitan Area Auto ds, April 27th-30th.

In addition to incredible values on his huge inventory, Cutshaw is authorized to offer up to \$3500 more than N.A.D.A. book value allows for your trade-in. All trades welcome paid for or not. You won't want to miss this unique opportunity to obtain a pre-owned, car, truck, van or sport utility with an unbelievably low acquisition fee of just twenty-nine dollars! Better news yet is that there will be no middle man or credit hassles. You will be allowed to take on a contract directly from the

Melisse,
Wow what
a deal!
J

This first one is a local auto dealership. On the backside of most newspaper tearsheets are reprints of the stock listings. Newspaper tearsheets are great because they are so cheap to print.

Here's another example that looks like a magazine article:

ADVERTISING

Marketing



*Kevin,
try this.
It's really good
J*

HOW TO STOP THE COMPETITION FROM EATING YOUR LUNCH!

Just keep calling out the trends

If you fail to spot trends and react to them before your competition, they can get an invaluable edge. You can lose your market practically overnight.

The handwriting is on the wall. The way your business reacts to newly emerging trends is perhaps the best barometer of your future success.

Timing is everything. It has never been more important.

Spotting trends early can also provide you insights on how to create new products or modify present ones.

You can leapfrog your competition and leave them in the dust by offering new products customers haven't yet recognized they need.

But where can you get some meaningful help in spotting new trends? A service with a good track record can help.

The *Trend Letter*, published since 1982, adheres to a simple yet unique concept:

"The best way to anticipate the future is by understanding the present."

A recent survey of *Trend Letter* readers overwhelmingly rated the dizzying pace of change as their biggest challenge. Over 90 percent of readers are upper management,

nearly half are CEO's or owners.

No other publication offers *Trend Letter's* unique approach. It was first to apply Content Analysts, a World War II intelligence method, to its research. Local events and behavior became a tool for exploring the future.

This information can give you that all-important competitive edge.

Grow Big International became the fastest growing company in America by responding aggressively to changing consumer values (goodbye status, hello low prices.)

Dell has become an 8 billion dollar company, the third largest computer company in the world. How? By responding aggressively to changing consumer values. It revolutionized the industry with lower prices and an easy to buy customized product made to order.

Mazda, the auto maker, correctly anticipated a new automobile trend with the Miata sports car, which integrated advanced engineering along with classic design.

Every dynamic and successful organization knows that change is the engine of growth. The challenge lies not in embracing this trend. But in anticipating, adapting to, and generating fresh ideas that capitalize

EXECUTIVE FOCUS DECEMBER 1996 15

And here's the backside where they ask for the order (notice how it is pre-checked for the recipient like their friend "J" did that):

on change.

Trend Letter advises some of the most successful companies in the world. This includes Coca Cola, AT&T, Johnson & Johnson, Westinghouse, Merrill Lynch, Nabisco, Federal Express, Marriott and Du Pont.

"What you publish validates what may otherwise be viewed as just another harebrained idea," wrote Barbara Gardner, Vice President for Metropolitan Life Insurance. Karen Kay Simmons, an R&D manager for a Japanese auto maker said, "My company relies heavily on the *Trend Letter* as a source of information and insight."

"Stimulates new perspectives on current paradigms and allows breakthroughs or leaps to novel approaches," wrote Robert Jeffrey, an engineer with the Harris Corporation.

"Just keep calling out the big trends. It helps me think," said Rick Barham, President of Market Rates Insight. As Joel Nellmanson, CEO of Atkill Services, put it, "Keep your broad perspective. Good ideas can come from any place."

Rapid technological advances make it important to know which

systems are right for your company. Your employees. Your customers.

Explosive global change requires you to understand how to expand into new markets. Build strategic

**"Systematic innovation
requires a willingness
to look on change as an
opportunity."**

-- Peter F. Drucker

alliances. Sell to foreign audiences.

Demographic shifts - the aging population and immigration patterns - emphasize the need to spot and respond to untapped markets. And all the while retain existing customers.

More than ever, insight into tomorrow is the difference between success and failure. That's why accurate trend forecasting is equally critical to entrepreneurs, policy makers, nonprofit leaders, educators, CEO's, managers, researchers and as one

Trend Letter reader phrased it, "those of us in the marketing trenches."

Trend Letter is one of the best business-forecasting tools I've ever seen. (Granted, for an eight-page, twice monthly newsletter, it can provide only so much detail. But unlike most publications, *Trend Letter* is insightful, relevant, even... here's the clincher... interesting!)

Leah Thayer, the editor, attributes this to the newsletter's massive sweep - the *Trend Letter* tracks developments in over 800 categories. From the arts, communication and management to marketing, social relations and transportation.

The *Trend Letter* always gives me, and I suspect every reader, insights into upcoming trends affecting my business along with new ideas and strategies for implementing them. Many have a "sky's the limit" potential. Not a bad return on a \$195 investment.

By DANIEL LEVINAS

To subscribe to *Trend Letter*, send \$195 to Global Network, Dept. THN105, 1101 30th Street, N.W., Washington, DC 20007. For faster service call 800-915-0022. Or, fax your order to: 202-337-1512.

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Advertorials on the Web

One last section of examples I want to show you comes from the online world. Not only do advertorials work great offline – but the same psychology works incredibly well online as well.

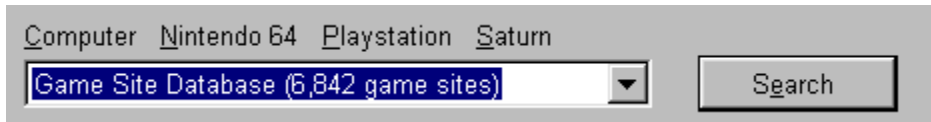
Really there are three major ways to do this online:

1. Banner Ads
2. Text Links
3. Pop-ups

Banner Ads

The goal of your banner is to get clicked on. The only problem is banner clickthrough rates have been terrible unless you use the advertorial trick. My friend Scott Covert from BannerAdMagic.com creates incredible banners that look like content and get clickthrough rates that shatter industry averages.

Here's a quick example of a banner that uses the advertorial strategy...



Notice it looks just like a Windows interface. It seems like you should be able to pull down that menu and start searching for game sites. Anywhere you click on that banner sends you over the site advertised. Slick.

Here are a couple more so you can get a good idea of what you can do:



Choose a category: **Business to Business** then ...

[Click Here To Create A Sales Letter In Just 2 Minutes!](#)

The great part about these banners is how easily they are mistaken for a search function or part of the site – not just something that you know is advertising. In fact, for this reason it's not unusual to get 300-1000% better clickthroughs.

Text Links

Many times more powerful than a stale banner (not a stealth advertorial one) are simple text links. People search out text links because usually they are resources or information. Take a look at a typical content site – this one is about used cars. Notice how the banner up top doesn't make much of an impact. In fact, Internet users use selective perception to "block" banners out that are placed in the typical slots.

However, notice the circled text links. These are leading (most likely) to affiliate programs where this site owner makes money. See how much more powerful the text links are because they are placed in the context of the site.

The screenshot shows the CarWizard website layout. At the top right is a banner for LEASEWIZARD with the text "Are you really prepared to negotiate your next lease?" and a "GO NOW!" button. Below the banner is the CarWizard logo. The main content area is divided into several sections:

- Departments:** A list of links including New Cars, Used Cars, Financing, Leasing, Texas Leases, Free Price Quote, Insurance, Carfax Reports, and Credit Report.
- Vehicle Reports:** A link for "Updated February 27".
- Select a model year:** A list of years from 2003 to 1999.
- Search for Cars:** Links for "By Payment", "By Price", "By Make & Model", and "More Searches...".
- Great Tools:** Links for "Run the Numbers", "Buy Wisely", "Negotiating Tips", and "Lease or Loan?".
- Welcome to CarWizard:** A central section with a yellow sports car image and text: "You've arrived at the most complete and accurate online resource for researching, buying, owning, and selling new and used vehicles. Dive into our informative articles, extensive data, and powerful tools to get the information that you need!"
- Resources:** Three sub-sections: "Research" (helping with decisions), "Lease or Buy" (crafting deals), and "Sell" (finding car value).
- Feature of the Month:** A section promoting a quote service: "Get a quote before you visit the dealership! CarWizard has teamed up with InvoiceDealers.com to offer you the Absolute Best Price on a new car, truck, van or sport utility vehicle. Get a FREE, no-hassle, no-obligation New Car Quote before you step into the dealership. Get started simply by filling out the form below:"
- Get a Quote:** Text: "Get a free quote from InvoiceDealers -- before you step into the dealership. **Click Here** to learn more." (The link "Click Here" is circled in red with an arrow pointing to the right).
- Know Your Credit:** Text: "Don't get caught by surprise! Know your credit before you buy or lease your next car. **Click Here** for a copy of your credit report and your credit score." (The link "Click Here" is circled in red with an arrow pointing to the right).
- Vehicle History:** Text: "Thinking of buying a used car? Get the facts before you buy. **Click Here** to get a complete Carfax report on any used car." (The link "Click Here" is circled in red with an arrow pointing to the right).
- Powerful Text Links:** A red text label at the bottom right, with red arrows pointing to the circled links in the "Get a Quote", "Know Your Credit", and "Vehicle History" sections.

Fake Pop ups with computer messages

Another new way to making advertising appear clandestine is by using pop-ups that look like error messages or computer screens. Here's an example:



A great resource for learning about popups is at:

<http://pops.yanikrecommends.com>

* * *

Well, that's it for this month. If you put these ideas and samples to us you'll see your income skyrocket. Let me know how it works for you. We'd love to hear your results – send them to: results@instantmarketingtoolbox.com