

How to get the phones to ring?

Your 5 Step Formula to Advertising Success!

Every day you are pounded with as many as 3200 advertising messages each day so how do you stand out from the crowd and be recognised? When you drive home tonight when you are sitting at the traffic lights look around and count how many advertising messages you see. You will be amazed!

So the first thing you have to do is stand out from the crowd. Do something different to be recognised.

In any advertising message **you must have a very strong benefit driven headline**. This will determine as much as 80% of your success. The goal is to get attention - "*What's in it for me?*" If you don't get the headline right your potential customer is unlikely to read further.

The 5 steps to your advertising success -

1. Get attention - be bold
2. Arouse emotions and spark their interest
3. Tell them a story - make it believable
4. Offer them an incentive to take action - Now
5. Ask them to take action immediately and make it easy for them to do so

Remember your prospective customer buys on emotion not logic -again remember "*what's in it for me?*"

The key is getting them to take action immediately so make it easy by giving them an incentive to phone you today, to get that free report from your landing page or for them to complete a coupon and fax it in to get your incentive offer.

Keep it simple

Don't forget to test and measure everything.

Remember, your offer will fail for two key reasons -

1. You have the wrong offer, or
2. You are not getting in front of the right people

Get one of these things wrong and your promotion will fail. So test and measure each component individually until you get it right and you are well on your way to a successful promotion.

About Doctor Profit

Alistair Gray - Doctor Profit is a Business Growth and Profit Improvement Specialist.

Work with Alistair and **you are guaranteed to improve your profits.**

He works with small to medium sized businesses who have potential to become market leaders. He recommends low cost or no cost strategies **to help you achieve sales and profit gains of 45-60% within about 90 days.** Individual results may vary.

He will help you grow your business, make it more profitable and help you prepare it for sale, license, franchise or even float your business at a huge profit within 3 years or less depending upon what your goals are.

For more information please go to www.creatingsuccess.com.au

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