



1 - WORKSHEET - Why Some Ads Don't Work

Page 19-20 How to avoid the stench of a stale message:

Before we excavate into this ADventure, ask yourself the question, **Whose need will my messages be serving?** If the answer is you or your organization, you'll be headed toward a lot of frustration and disappointment.

I'm sure you know everything about your industry and business but in these workshops, we are NOT doing *your* business. These exercises were formulated for you to understand the business of marketing and advertising. Here, you will be the student, the open-minded leader who will more fully understand how to reach and enlighten your next potential customers. From here on, the ADvanced effective messages you'll learn how to create will fulfill the needs of the ones you're truly serving — your intended audience. Let's begin.

While a majority of ads consist of owners who excitedly shout out to what *they* think is a massive attentive audience, it would be more ADvantageous to communicate *with* them. Get into the minds of these potential customers. More importantly, one customer. Just as you and I are now engaged in a one-to-one conversation, construct a message that speaks to this one soulmate client you would love to have walking into your place every day. Who is this person?

In order to develop a personal relationship with individuals, you should first meet them up close. Develop a physical description of what you would like your ideal targeted client to look and even sound like. Where do they live, what is their background, do they have families, who would they vote for, and what type of lifestyle do they lead? If you like, you could even give this person a name.

Create an in-depth visual image of the perfect client you will be conversing with and educating in your marketing message. _____

From here, it becomes easier to establish a clearer understanding of whom you're conversing with. When you pay close attention to advertisements, you'll notice a healthy number are centered around the ones who are doing the advertising—what *they* do and why they're superior to others. Will your ad do the same things—shining the spotlight only on yourself and your business? Audiences don't care about you or all the marvelous things you can do. They only care about what you can do for them. You must focus on their needs and how you can be the solution to their problems. So, what are their specific wants and needs?

Compile a detailed list of your potential client's wants and needs. _____

Now append what your organization will do to solve these wants and needs. ____

The purpose of a good message is to emotionally connect with the recipient to attain a beneficial solution — one coherent goal. What will be the coherent goal of your message? (It's not to make money. That is incidental.)

Write the primary objective your brand promises to the potential client. ____

If this brand promise needs to spotlight multiple aspects, it's best to create a campaign. Each new ad message should acknowledge specific problems and how your brand will resolve them. What many of the usual suspects do in their ads is stuff a bevy of topics into one high-speed statement. This confusing and rushed clutter will only overwhelm and confuse the listener resulting in an irritated customer who is now searching for your competitor. To initiate a campaign, focus on one principal topic, your core message. Then in future messages, apply other aspects of what you do as an overall brand promise — your value proposition.

If I asked "What does your business do?" tell me in less than five seconds. Your answer should intrigue me and I'd want to hear more about what you offer. This will become the core message of your ad.

Write down the one principal topic, the core message of the ad you will be writing. (Here, you will have only 5 seconds to tell me.)

As an addendum to this one principal topic, answer this question; Why should I hire you over someone else?

Retain this answer as your Unique Value Proposition. You should be using it as a template for the foundation of all of your messaging.

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