



9 - WORKSHEET - Fireworks For The Blind

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A good message should be based on **empathy** for the listener, viewer, or reader—how it makes them feel discovering it rather than how it makes you feel writing it. Writers create a rapport with their readers by constantly keeping the interest of these readers in mind. But no matter what their interests are, they will never fully invest in your message until they've been handed an opportunity to become intrigued. What intrigues them? It's more than a list of achievements. It must be something genuine—authentic.

Tell me something authentic about what you offer customers. Intrigue me—sound tall.

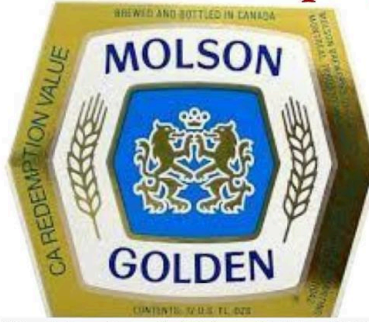
In what you wrote, did you brag? Did you lie? Your audience is not a bunch of gullible fools who believe everything thrown at them. Yes, you may have alluded that you're better than the others but *why* are you better? As a result of exposure to obtrusive and deceitful ads, audiences employ critical thinking—searching for the truth. Therefore, you can't waste money on some generic message shouting a bunch of smug accomplishments.

Is there a better way to tell me why I should purchase from you? Take the foundation of what you just wrote in the above lines and involve me in this conversation. (eliminate any repetitive stock terms such as care, trust, better, best, finest, treat, needs, in mind, service, quality...)

There is a difference between writing a story providing only facts and composing a visual story. Visual stories sell because they engage, motivate, or inspire the recipient—summoning emotion.

What kind of emotions do you want to evoke from your listeners/viewers?

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"Too Many Items" - Molson Golden 1986

After listening, describe in detail your visualization of the man and woman in that ad.

Man's physical appearance: _____

Woman's physical appearance: _____

Are they appealing to listen to? Why? _____

Does the scenario improve the image of this product? How? _____

Although your perception of what these two look like may differ from hundreds of others' mental images, the overall purpose is achieved. The ad draws the audience into a storyline of conversation where they are made to feel something.

How does this ad make you feel? _____

Visual stories become mental portrayals that evoke distinct perspectives. When they get emotionally involved, they invest more in what you offer. This leads to them becoming loyal customers.

Write an authentic visual image of what you see outside your window. It doesn't matter if it's a brick wall. Go into detail about the surrounding elements. Make me hear and even smell the general atmosphere.

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got milk?[®]

'Aaron Burr' - Got Milk commercial 1995

Could you sell your brand (similar to the 'got milk' campaign) that centers on the absence of your product or service? _____

There is a reason why people repeatedly visit certain locations—Hawaii, Paris, the Grand Canyon, Disney. It's an atmosphere—climate, mood, circumstances—they can't necessarily encounter at home. The overall atmosphere of your campaign should reflect the emotions you want to elicit from your intended audience.

Develop an interesting character. They could be someone you know or conjured up. Tell me everything about this individual. Describe their looks, personality, what they sound and possibly smell like. This person can be likable or unpleasant. Make me visualize everything about them through my mind's eye.

Whatever you're promoting, always empathize with the emotions of your intended audience member.

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'Astronaut' LG - 2017

Could you create an inspirational scenario that promotes your brand? It doesn't have to directly center on the product (as in the LG 2017 "Astronaut" Ad). Far too many advertisers feel the need to make their product the constant center of attention. There are many ways to subtly insert your brand into the storyline, aligning it with a positive emotional situation.

You can motivate people to buy into you. But how long will this motivation last? Inspiration taps into our emotions where it becomes intrinsic (Budweiser's 2014 "Puppy Love" commercial using a puppy and horses to sell beer) and deep-rooted in our values.

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'Puppy Love' - Budweiser - Super Bowl XLVIII

In fifty words or less create an emotional atmosphere surrounding the product/service you want to promote. _____

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