



13 - WORKSHEET - The Talking Dead - CAU and Cookies

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Avoiding the same old useless phrases in your messaging.

Why should anyone believe you are “one of a kind” or “better than all the rest” when everyone else is saying the same thing? Effective marketing isn’t about selling. It’s about intimate and emotional connections.

Shift your focus from selling products to solving problems.

You must be able to say it in a manner uniquely aligned with your business principles. That’s when customers will notice you are independent and exclusive from the pack.

Ad-Speak

Rather than a bunch of polished words and filtered phrases that deliver zero information and relevance, you must generate honesty in your message.

Here is a list of overused useless ‘Ad-Speak’ phrases to avoid using in your messaging;

Attention!	That’s right!	What a bargain!	Available now
Good news!	Check it out!	Sounds incredible	There’s more!
Listen up!	You want the best	Too good to be true	It’s that simple.
Hey,	I’ll say it again	Right?	But that’s not all
It’s that time of year again	It’s true!	You deserve the finest	Don’t answer yet
The perfect gift for that special someone	If you’re like most people	Now, for the first time ever	Bigger and better than before!
Take note	And will not be repeated	Get on board	First-class excellence
Get a pen and paper ready	You heard it right	Think about it	In a class by itself
I’m going to tell you about a great deal	This once-in-a-lifetime exclusive offer	Used in top Fortune 500 companies	Best quality and selection on hand
Never before heard until now	Friendly, courteous, and knowledgeable staff	Highly-rated value and expertise	Giving you 110 percent
Old-fashioned style goodness	How’s that for an unexpected pleasure?	Finest, all-natural ingredients	Good, clean wholesome fun

Choose only the ones you want	Satisfaction guaranteed or your money back	Now, how much would you pay?	To satisfy your every need
Top-notch professionals	No-obligation	For over ___ years	You deserve a break
No risk, no money down	Just pennies a day	Award-winning service	Say yes to all the ...
During these difficult times	For a modest investment	This is your last chance	So enjoy!
We saved the best for last	Right now	Around your corner	Easy on your wallet
And we pass the savings on to you	That's a value-added plus	Operators are standing by	___ convenient locations near you
Game-changing	New and improved	Revolutionary	Synergy
It's what you've been waiting for	The experts at _____ can help	Pay attention to this urgent message	You've heard the others, now hear the ...
Discover all the wonderful possibilities	An affordable low cost less than competitors	That fits your budget and size	That's something to cheer about
Fun for the whole family	There you have it	Rock bottom prices	Your _____ solutions
Conveniently located at _____ ...	We will not be undersold	The area's best-kept secret	An amazing opportunity to ...
Unsurpassed excellence	Remember/don't forget	In a class by itself	Treat yourself to the best
Do it today!	Act now	You'll be glad you did	For all your ___ needs
Are you looking for the most authentic ...	Get in on this unbelievable offer	Grab your phone and call right now	Act now before they're all gone

A meaningless statement will remain meaningless no matter how often it's heard or repeated.

Can you add to that list of hollow and indistinct advertising claims?

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

To avoid sounding like just another generic ad, try to find more creative ways to connect with your audience.

**When everything is overstated as being IMPORTANT, INCREDIBLE, or URGENT!
Nothing is important, incredible, or urgent.**

Produce a list of the specific customer frustrations and problems your brand can solve.

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

These frustrations and problems will become the centerpieces of each of your messages. Your brand is the remedy to their discomfort.

Be aware and careful about the power of your words — what you're saying and how you say it.

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