

Down At The Ad Agency

By Norman Williams

Down At The Ad Agency

Norman Williams
mcheck@cityisp.net

No Site Listed <http://www.marketing-seek.com>

Down At The Ad Agency
By Norm Williams

Albert Lasker an early advertising pro said "The headline in the end, today as 25 years ago, is 90 percent of all there is to an ad. Why do I say 90 percent? Because if you don't stop them with the headline, they won't read the rest."

It just makes sense to spend 90% of your copy writing time creating the headlines.

We are all headline readers because we do not have time to read all the advertising that is sent our way everyday. Sure we search for the solutions we need to survive in this competitive world. On the Internet we call them search engines.

In the real world we are busy shoppers who have a wish list of wants and desires. We are ready to buy when the right headline tells us about some terrific bargain.

I knew the owner of the Yankee stores. These stores were a chain of bargain stores but the owner told me that his big talent was writing headlines that brought big crowds into the Yankee stores. The merchandise in these stores was the same stuff that is sold in Kmart or Wal Mart or Sears or Target or Pennys.

The big difference was that the headlines on the Yankee store ads always had some super special offer that was irresistible. The headline brought people into the store because it made an offer that was unique, different, unusual and attractive.

The problem with so many ads today is they have no

special offers other than a tired old 20% off sale or a super bargain. The flyers are only a catalog list of products such as Coke at only \$2.95 a 12 ounce bottle. No matter how that is written it does not sound like something we would rush down to the store to purchase. The flyers are only a catalog list of products at various prices. I see so many flyers with no headlines and nothing that would induce me to drive to a store to buy.

This kind of advertising says nothing to nobody is likely what caused the rash of failures and bankruptcies recently. Kmart, Wards, Enron and others. I think it is the new executive marketing experts who spend ad money on marketing gimmicks instead of headlines that sell prospects.

If you go into business to make money, you will soon go out of business unless your headlines bring in customers to your business enterprise.

Advertising is a multi-billion dollar industry. It is advertising that makes the wheels of mass production industries turn. The power of words to influence is tremendous. Words persuade buyers to purchase products.

Almost every business uses words to tell about their services and products. You have on your desktop the most fantastic word processing machine ever invented by man and your computer word processor can make you rich and famous. You have only to put it to work making big money.

Norman Williams, copywriter and artist in Florida at mcheck@cityisp.net - You can subscribe to my newsletter called "BIG MONEY PUBLISHING" by sending me an Email letter with subscribe in the subject. It is a unique and different newsletter about people, not about products, stuff, hype and baloney. Norm Williams, mcheck@cityisp.net
<mailto:mcheck@cityisp.net?subject=subscribe>

Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)