

Why Crazy Copy Headlines Sell!

By Norman Williams

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The big thing about copy is getting attention. Most ads do not do this because they are ordinary and offer no reason for reading the copy that follows.

In this busy world today we do not have time to do more than scan the headlines to see if there is something we want to read. Ordinary headlines are a just not attractive enough to look at the rest of the ad.

Over 6,000 ads are directed to our attention each day. We cannot do much more than skim through the paper to find something of interest. It takes a headline that is different, unique, odd and a little crazy to get noticed.

Your finely crafted ad may be perfect English but it does not bring in readers or sell your product. It takes a USP. A USP is a unique selling proposition.

A funny clown waving at the traffic passing by can bring in customers to a car wash.

What has a clown to do with washing cars? Not much, but he can bring in business. Sure it is crazy but a business will die and fail without getting attention.

In my neighborhood a fancy new French restaurant opened up on a busy corner. The sign was difficult to read and no special offers were made. The place was remodeled and was an elegant place of business but no one knew about it, so it went out of business.

If the money spent on remodeling were put into promotions like a crazy clown out front offering a big Picasso art show of famous French paintings and a wine tasting contest with a free dinner to the lucky winner. Sure that is crazy and has nothing to do with the fine French cuisine but it would have saved the business.

The restaurant that moved in after was a Deli that had all kinds of special offers and extra treats like a snack out front for the people waiting in line. The restaurant has pictures of New York inside and special publicity about their famous corn beef sandwich. This place is still in business and going strong because it promoted business with crazy ideas.

Everyone has seen thousands of automobile car ads but only Volkswagon could come up with a headline that said "Think Small." We remember the "All Fruit" commercial where people were shocked at, "Please pass the jelly!"

It is a sad fact that over 90% of all ads end up in the wastebasket without being looked at or acted upon. This is a huge waste. Direct mail goes in the trash without being opened. TV and radio commercials are ignored.

Business must communicate or fail. Send messages that are read and acted upon or go bankrupt. Many businesses create plain conservative ads that are the "kiss of death" to a business enterprise.

Years ago I discovered Claude Hopkins and his book, "Scientific Advertising" I learned to write ad copy that gets results. My ads have sold millions of dollars of merchandise for many companies large and small.

Effective advertising is simple sentences, short words, easy to understand writing, a unique selling proposition and a headline that is a "blinger."

The headline is the key element in an ad. It is

