

Having Difficulty Writing A Compelling Offer? Click On A TV

Infomercial!

By Paula Morrow

Having Difficulty Writing A Compelling Offer? Click On A TV Infomercial!

Paula Morrow
paula@idealmarketingcorp.com

Ideal Marketing Corporation <http://www.idealmarketingcorp.com>

Yes it's true. Everything I ever needed to learn about assembling a compelling offer, especially telling the difference between features and benefits, I learned from TV infomercials!

Now, just give me a second here.

Remember when you first started learning how to write copy? Whether for a classified ad or a sales letter, it was drummed in that it had to be a 'compelling offer,' heavy on benefits, not features.

But, telling the difference between benefits and features, plus putting together the offer in a convincing way, was a bit tough.

Then, late one night, I stumbled (clicked?) onto a secret treasure trove of ideas, that I've continued to use to this day.

If you want to hear benefit-laden offers presented in a emotional and compelling manner, just watch the infomercials!

Note how they effectively use the following (think you could incorporate any of these in your offers?):

*Testimonials. The participants describe the products used on a very emotional level. Because they took a chance and ordered, their complexions are now clearer, waistbands looser, their meat grills easier (and with less fat)...

By positioning the testimonials in such a way that the audience identifies with them makes the 'what's in it for me' come across in a very clear and compelling way.

*The Concept of Value. A full-size product comes with a free 'travel size.' The order comes complete with bonus audio tapes and 'quick start' videos. Or you get a lovely bathrobe along with the leg waxing kit.

*Proof. An extension of the testimonial, benefits are often presented visually. Before/after pictures are shown for a weightloss product or acne treatment. Live makeup demonstrations show how beauty can be yours, instantly. Copies of cancelled checks are displayed for houses purchased using a real estate system.

*Urgency. The products can only be ordered by 800 number, available only during the show. Or there is only a limited amount of product available. A counter is shown onscreen, rapidly clicking down towards zero. It's a clear message: if you don't buy now, you miss out!

*Ironclad guarantee. Infomercials always include a 30-day trial period. And the chance to keep part of the offer 'as their gift' if they decide to return the product. It's presented as a no risk, win-win situation. Always.

*The Upsell. When you call to order, the operator's script always includes an upsell. Offering vitamins to go along with the fitness equipment. Or complimentary magazine subscriptions. They capitalize on the customer's mood to buy.

So, if the thought of how to write a compelling offer is keeping you up at night, do yourself a favor, and just hit your TV's power button.

Anthony Robbins, Carlton Sheets, Vanessa L. Williams, Ron Popeil, George Foreman, Susan Powter, Victoria Principal, et al,
I salute you!

=====

Paula Morrow heads Ideal Marketing Corporation, specializing in information products and training for newbie netpreneurs.

Subscribe to IDEALProfits, now read in 12 countries, and receive 5 bonus ebooks!

<http://www.idealmarketingcorp.com/subscribe.html>

[Get-Articles.com](http://www.get-articles.com) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)