Creative Marketing Framework

It's not what you say, it's how you say it.

WHO is my customer?
WHAT are the important features of the product?
WHY will the customer want to buy the product?
Then it's a matter of stating the benefit in a clear, compelling, interesting fashion:
OBJECTIVE: what do I want this ad to do?
TARGET: Who will accomplish the objective?
STRATEGY: What benefit will appeal the most to the Target?

EXECUTION: How do I communicate the strategy to the Target to achieve the Objective?

1. Familiar/Unexpected
2. Unexpected Statement
3. Unexpected Idea
4. Bold Truth
5. Creative Participation
6. Provocative Insight/Thought

WRITING TO COMMUNICATE

1. The reader comes first.
2. Carefully organize your selling points.
3. Break the writing into short sections (if over 150 words).
4. Use short sentences.
5. Use simple words
6. Avoid technical jargon - unless 95% of your readers will understand it.
7. Be concise. To the point. Now.
8. Be specific - the more facts you include in your copy, the better. Be specific, definite, and concrete.
9. Go straight to the point.
10. Write in a friendly, conversational style. People enjoy reading clear, simple to understand writing.
11. Rephrase sentences to avoid mentioning gender. Focus on the action or the person's role rather. For example, instead of "the businessman," you can write "the professional."

A FEW TRICKS OF THE TRADE

1. End with a preposition.
2. Use sentence fragments.
3. Begin sentences with conjunctions.
4. Use one-sentence paragraphs.
5. Use bullets, breakers and numbers.
6. Use mechanical techniques to emphasize words or phrases in the copy.

FEATURES AND BENEFITS

Every product has features. Lots of them. The copywriter's job is to STATE THE BENEFITS OF THE FEATURE, now they can be used to the target audience(s).

HEADLINE WORDS

How to • Why • Sale • Quick • Easy • Bargain • Last Chance • Guarantee • Results • Proven • Save || These words WORK.
The headline can select the right audience
Draw reader into body copy by arousing curiosity through intrigue, mystery, humor question, or provocative statement.
We are not in the business or being original, we are in the business of re-using things that work.

EIGHT HEADLINES THAT WORK

1. Direct Headline - states selling proposition directly.
2. Indirect - arouses curiosity that body copy answers
3. News. - news about your product. New, improved, introducing.
4. How to - are pure magic for ads, magazines and book titles. Whenever stuck for a headline. try this. Good till something better comes along.
5. Question - ask one that the reader can empathize with or see answered:focus on reader's self-interest, curiosity and needs.
6. Command - tells your prospects what to do in terms of how it benefits them, e.g.: Recharge Your Ministry, Aim Higher.
7. Reason-why - 7 reasons why you should be a _____.
8. Testimonial - customers do the selling for you. Offer proof that a business satisfies customers.

CONCEPT: a headline plus a visual-creates a unified sales concept more powerful than either words or pictures alone.
Body copy is not written until the concept is approved.

CHECKLIST FOR EFFECTIVE HEADLINES:

- Does the headline promise a benefit or reward for reading the ad?
- Is the headline clear and direct? Does it get its point across simply and quickly?
- Is the headline as specific as it can be?
- Does the headline reach out and grab your attention with a strong sales message, dramatically stated in a fresh new way?
- Does the headline relate logically to the product?
  Avoid sensationalist headlines that lure with ballyhoo and then fail to deliver what they promise.
- Does the headline and visual work together to form a total selling concept?
- Does the headline arouse curiosity and lure the reader into the body copy?
- Does the headline select the audience?
- Is the brand name mentioned in the headline?
- Is the advertiser's name in the headline?
- Avoid blind headlines the kind that don't mean anything unless you read the copy underneath.
- Avoid irrelevant wordplay, puns, gimmicks, and other copywriter's tricks. They make for amusing advertising, but they do not sell products.
- Avoid negatives. Instead of "Contains No Sodium", write 100% Sodium-free.