

Grow Your Business

Adults learn better and retain more when they are involved in the process.

**Me, too.
Let's go to lunch.**

**I don't know.
Where do you want to go?**

**Oh, nothing special.
You pick.**

Denny's

Denny's

AMERICA'S DINER

Denny's





**Earl
Nightingale**

“One hour of study will put you at the top of your field within three years. Within five years you’ll be a national authority. In seven years, you can become one of the best people in the world at what you do.”



**Robin
Sharma**

**“An addiction to distraction will be
the death of your
creative production.”**

**“We live in a world where focus is
more valuable than intelligence.”**



Bob Hoffman
The Ad Contrarian

"We don't get them to try our product by convincing them to love our brand. We get them to love our brand by convincing them to try our product."

**"As an ad medium, the web is
a much better yellow pages
and a much worse television."**

"It becomes harder and harder to overstate the corruption and treachery of the online ad industry. Lord knows I've tried...Facebook has become famous for its lunatic metrics and bizarre rationalizations...This week it was reported that Facebook was claiming to reach *41 million* Americans between the ages of 18-24...There are only *31 million* of them."

THE MASTERS COURSE IN ADVERTISING

**Everybody has an
opinion about advertising.**

**You need a philosophy
of advertising.**

philosophy, n.
a set of ideas
or beliefs relating to
a particular field or activity;
an underlying theory



“Years ago, all art students used to spend a portion of their time copying the Old Masters in museums. Through this process they learned technique—what worked and what didn’t—and why more seasoned hands than theirs had done what they did.”

--Dr. Jeffrey Lant

SCIENTIFIC
ADVERTISING



**Advertising Master #1:
Claude Hopkins,
The Father of Modern
Advertising**

Claude C. Hopkins

“There is that technique in all art, science and mechanics. And it is in all lines a basic essential. This is for groundwork only.

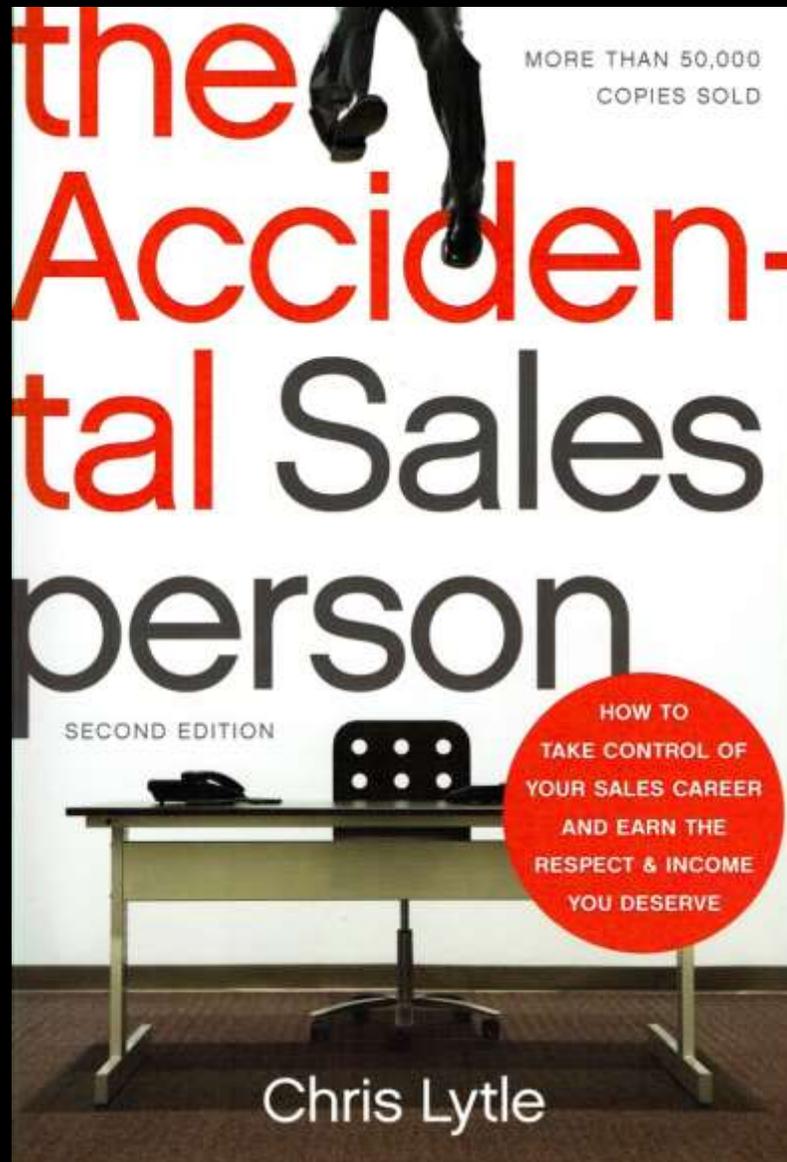
“To properly understand advertising or to learn even its rudiments, one must start with the proper conception. Advertising is multiplied salesmanship.”

**“Advertising is
multiplied salesmanship.”**



**“Advertising is what
you do when you can’t
go to see someone.
That’s all it is.”**

--Fairfax Cone



	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
OBJECTIVE	To open doors; to "see what's going on"	To persuade and make a sale, or to advance the prospect through the process	Customer creation and retention; to "find the fit"; upgrade the client and gain information	To continue upgrading and increase share of business
LEVEL OF TRUST	Neutral or distrustful	Some credibility	Credible to highly credible, based on sales person's history	Complete trust based on established relationships and past performance
APPROACH & INVOLVEMENT	Minimal or non-existent	Well-planned; work to get prospect to buy into the process	True source of industry information and "business intelligence"	Less formal and more comfortable because of trust and history
CONCERN OR SELF-ESTEEM ISSUE	Being liked	Being of service, solving a problem	Being a resource	Being an "outside insider"
PRE-MEETING PREPARATION	Memorize a canned pitch or "wing it"	Set objectives, pre-script questions, articulate Purpose, Process, Payoff	Research trade magazines, internet, analyze client's competition	Thorough preparation sometimes with proprietary info not available to other reps
POINT OF CONTACT	Buyer or purchasing agent	End users as well as buyers or purchasing agent	Buyer's end user and an "internal coach" or advocate within the client's company	"Networked" through the company; may be doing business in multiple divisions
PRESENTATION	Product literature, spec sheets, or rate sheets	Product solution for problem uncovered during needs analysis	System solutions	Return on investment, proof and profit improvement strategies

▲ PREFERENCE SETTINGS



There are Level 1, 2 and 3 sales relationships, sales conversations, sales presentations and commercials.

However . . .

**Advertising Truth #1:
You are not buying commercials,
spots, print or digital. You're
buying sales calls on listeners,
viewers and readers.**



Advertising Master #2: David Ogilvy

*Confessions of
an Advertising Man*
David Ogilvy



**“Avoid superlatives,
generalizations and
platitudes. Be
enthusiastic, friendly
and memorable. Don’t
be a bore. Tell the truth,
but make the truth
fascinating.”**

"At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock"

What makes Rolls-Royce the best car in the world? "There is really no magic about it—it is merely patient attention to detail," says an eminent Rolls-Royce engineer.

"At 60 miles an hour the loudest noise comes from the electric clock," reports the Technical Editor of *Time* magazine. The silence of the engine is uncanny. Three mufflers tune out loud frequencies—acoustically.

Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is test-driven for hundreds of miles over varying road surfaces.

The Rolls-Royce is designed as an over-driven car. It is eighteen inches shorter than the largest domestic cars.

The car has power steering, power brakes and automatic gear-shift. It is very easy to drive and to park. No chauffeur required.

There is no metal-to-metal contact between the body of the car and the chassis frame—except for the speedometer drive. The entire body is insulated and under-sealed.

The finished car spends a week in the final test-shop, being fine-tuned. Here it is subjected to 98 separate tests. For example, the engineers use a stethoscope to listen for axle-whine.

The Rolls-Royce is guaranteed for three years. With a new network of

absorbers to suit road conditions. (The lack of fatigue in driving this car is remarkable.)

11. Another switch defrosts the rear window, by heating a network of 1360 invisible wires in the glass. There are two separate ventilating systems, so that you can ride in comfort and silence with all the windows closed. Air conditioning is optional.

12. The seats are upholstered with eight hides of English leather—enough to make 128 pairs of soft shoes.

13. A picnic table, veneered in French walnut, slides out from under the dash. Two more swing out behind the front seats. The backrests on the front seats are individually adjustable.

14. You can get such optional extras as an Espresso coffee-making machine,

a dictating machine, a bed, hot and cold water for washing, an electric razor or a telephone.

15. You can lubricate the entire chassis by simply pushing a pedal from the driver's seat. A gauge on the dash shows the level of oil in the crankcase.

16. Gasoline consumption is remarkably low and there is no need to use premium gas; a happy economy.

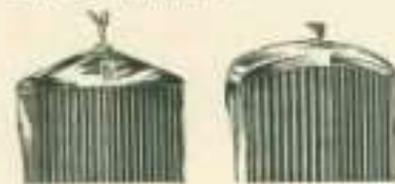
17. There are two separate systems of power brakes, hydraulic and mechanical. The Rolls-Royce is a very safe car—and also a very lively car. It cruises serenely at eighty-five. Top speed is in excess of 100 m.p.h.

18. Rolls-Royce engineers make periodic visits to inspect owners' motor cars and advise on service.

Jet Engines and the Future

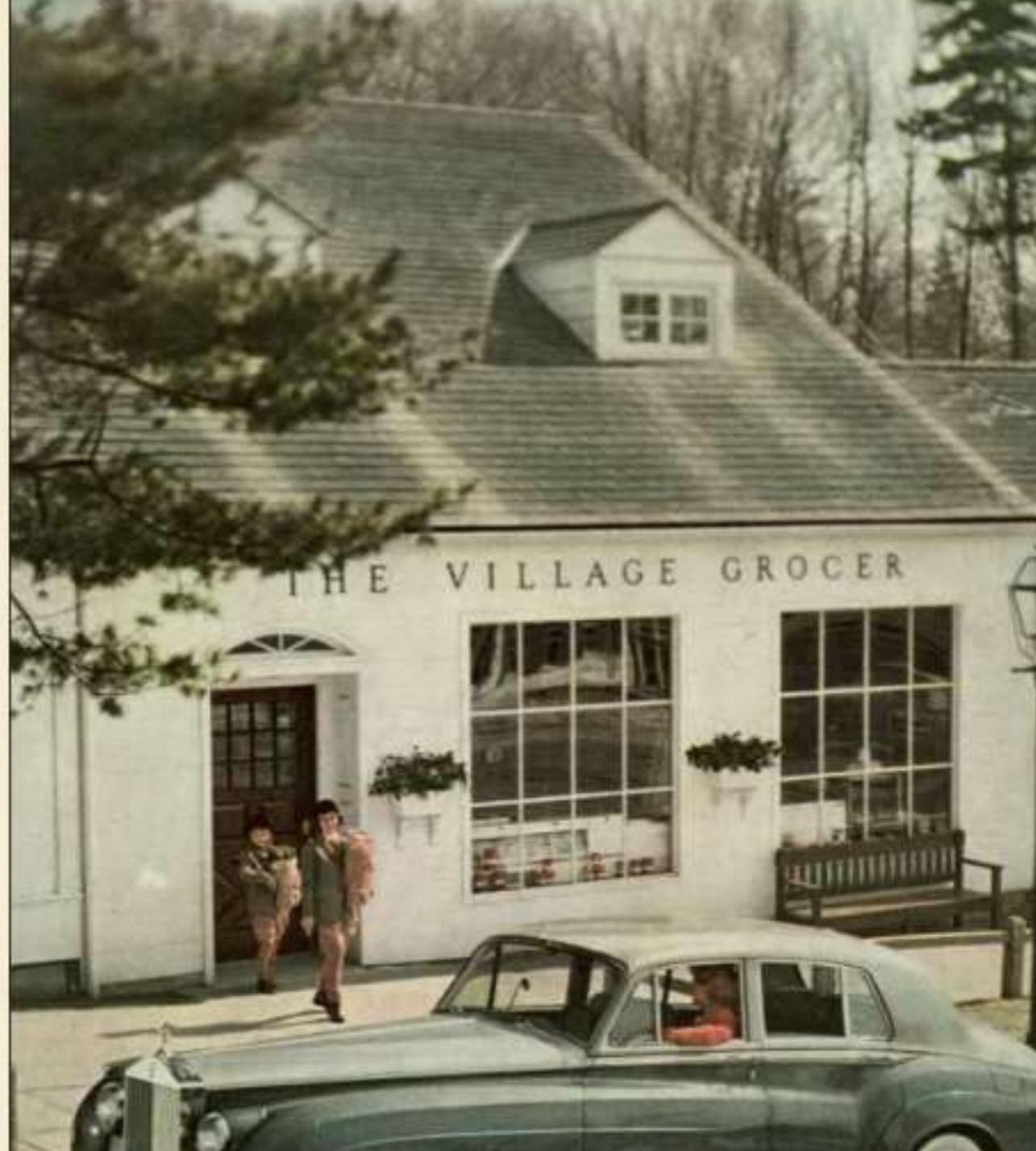
Certain airlines have chosen Rolls-Royce turbo-jets for their Boeing 707's and Douglas DC-8's. Rolls-Royce prop-jets are in the Vickers Viscount, the Fairchild F-27 and the Grumman Gulfstream.

Rolls-Royce engines power more than half the turbo-jet and prop-jet airliners supplied to or on or-



ROLLS-ROYCE AND BENTLEY

19. The Bentley is made by Rolls-Royce. Except for the radiators, they are identical motor cars, manufactured by the same engineers in the same



**Advertising Truth #2:
Truth is better than creativity.**

**Advertising Master #3:
Alvin Eicoff**

**DIRECT
MARKETING
THROUGH
BROADCAST
MEDIA**

TV, Radio,
Cable, Infomercials,
Home Shopping
& More

EXCLUSIVE

For the Business Executive, Student,
or Man on the Street...
A Practical Way to Turn a Minimum Investment
into a Fortune Using Broadcast Advertising

**OR
YOUR
MONEY
BACK**

ALVIN EICOFF



“The Formula”

- 1. State the problem.**
- 2. Explain the solution.**
- 3. Demonstrate how your product or service best provides the solution.**





The “Ice Storm” Sale



**Local Advertising Mistake #1:
Running ads (sales calls) that score
fewer than 70 points using my
formula.**

Five Advertising Success Elements

1.	Make an offer to sell something	25
2.	Price your offer	25
3.	Ask for a specific action	20
4.	Add urgency	15
5.	Develop a theme or hook	15
		<hr/>
		100

THE NUMBERS GAME: Adults learn better and retain more when they are involved in the process.

1 49 17 22 54 6
37 25 30 50
53 69 41 10 66
5 73 77 74 38 14
21 70
29 34 62 46
61 33 45 58 2
65 42 26
13 57 9 18 78
51 7 47 4 76 72 20
19 63 23 40 8 36
56
31 67 12 28
43 75 15 60 52
71 35 55 64 32
3 59 32 48 16
27 79 39 11 24 80 68 44

1 49 17
37 25
53 69 41
5 73 77
29 21 45
61 33 65
13 57 9

22 54 6
30 50
10 66
74 38 14
70
34 62 46
58 **2**
42 26
18 78

51 7 47
19 63 23
31 67
43 75 15
71 55
3 35 55
59
27 79 39 11

4 76 72 20
40 36
56 8
12 28
64 60 52
32
48 16
24 80 68 44

**Lessons the Numbers Game
teaches about advertising and
marketing.**

**Local Advertising Mistake #2:
We spend 80% of our time talking
about where to advertise and only
20% of our time talking about why
to advertise, how to advertise and
what to say when we advertise.**

“We’re #1 with women 18-49.”

**“Cable has fragmented
TV audiences.”**

“I hear they’re for sale.”

**“Here’s a package we put
together.”**

“Buy my station.”

80

Where to advertise

20



**Why to advertise
How to advertise
What to say**

The Concepts
The Advertising Truths
The Formulas
The Why Advertise? Checklist
The MASTERS of Advertising
The Local Advertising Mistakes

80

20

Why to advertise
How to advertise
What to say

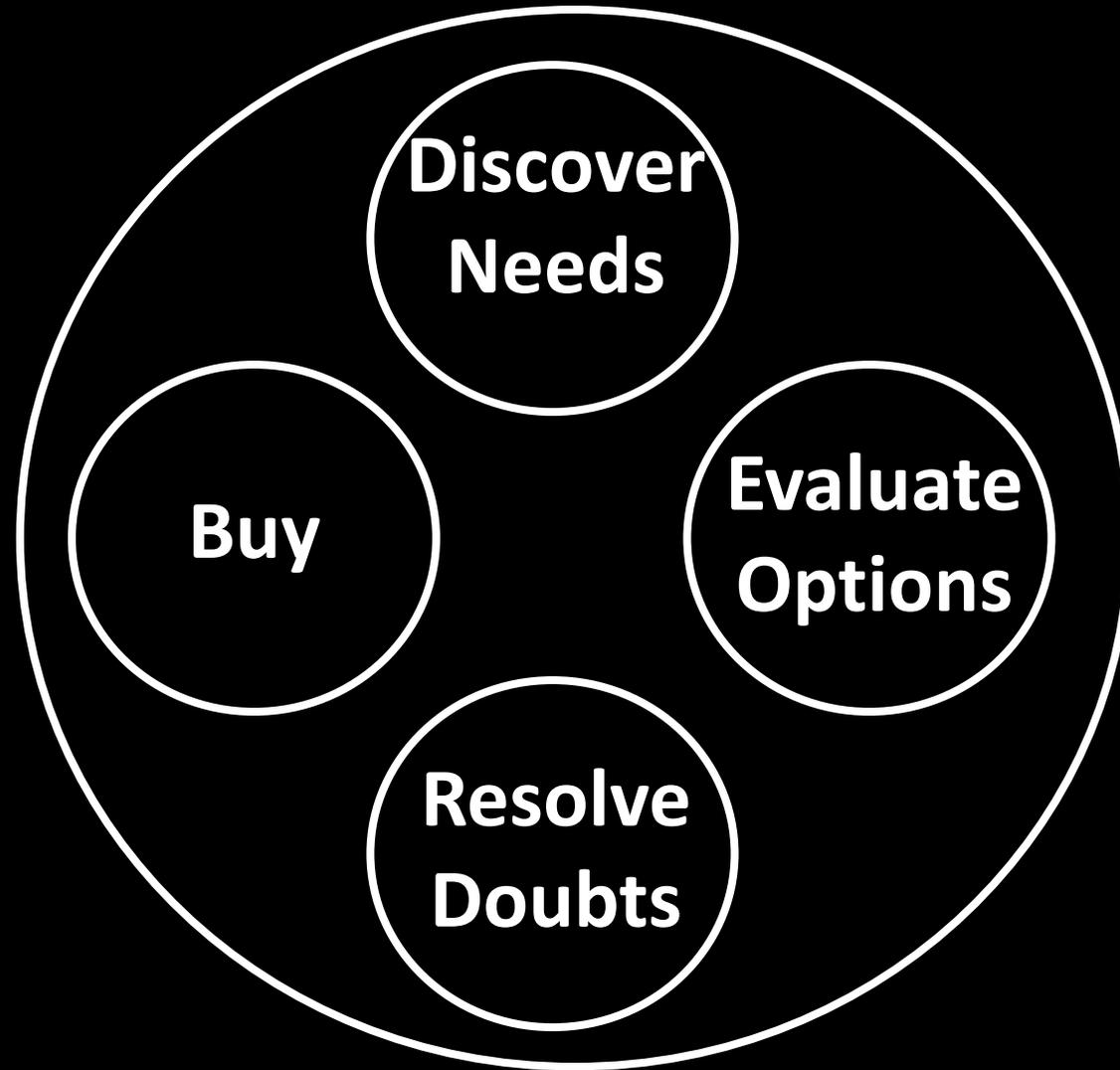
▲ Where to advertise

**Advertising Truth #3:
It doesn't matter where
you advertise as long as
you get results.**

**Triggering events: Why
results seem so hard to
trace.**

**Advertising Truth #4:
People respond to needs
not to ads. People buy to
change.**







Advertising Master #4: Eugene Schwartz

"Let's get right down to the heart of the matter. The power, the force, the overwhelming urge to own that makes advertising work, comes from the market itself, and not from the copy."

“Copy cannot create desire for a product. It can only take the hopes, dreams, fears and desires that already exist in the hearts of millions of people, and focus those already existing desires onto a particular product.

**“This is the copywriter's task:
Not to create this mass
desire—but to channel and
direct it.”**

--Eugene Schwartz



**The Big Question:
What has already
happened in your
prospect's life that
has already created
a need for your
product or service?**



**Local Advertising Mistake
#3: Advertising without
saying exactly WHY you are
doing it.**

Why Advertise?

Check 7 things you'd like your advertising to do for you.
Then circle the 3 of those 7 things your advertising MUST do for you.

- | | |
|--|--|
| <input type="checkbox"/> Sell product/services today | <input type="checkbox"/> Sell service today |
| <input type="checkbox"/> Build traffic | <input type="checkbox"/> Meet the competition |
| <input type="checkbox"/> Build image | <input type="checkbox"/> Create a new position |
| <input type="checkbox"/> Educate consumers | <input type="checkbox"/> Enhance position |
| <input type="checkbox"/> Differentiate our business/product | <input type="checkbox"/> Promote new merchandise/department |
| <input type="checkbox"/> Generate new customers | <input type="checkbox"/> Move old inventory |
| <input type="checkbox"/> Expand demographics | <input type="checkbox"/> Promote the way we do business/
innovation |
| <input type="checkbox"/> Use available co-op money | <input type="checkbox"/> Increase name awareness |
| <input type="checkbox"/> Give directions (location) | <input type="checkbox"/> Promote new store openings |
| <input type="checkbox"/> Promote competitive advantage/
Unique Selling Position | <input type="checkbox"/> Announce new product/service |
| <input type="checkbox"/> Build brand awareness | <input type="checkbox"/> Justify higher price |
| <input type="checkbox"/> Support sales objectives | <input type="checkbox"/> Promote regular price merchandise |
| <input type="checkbox"/> Start people talking | <input type="checkbox"/> Build employee morale |
| <input type="checkbox"/> Make responsiveness known | <input type="checkbox"/> Explain customer focus |
| <input type="checkbox"/> Influence target audience | <input type="checkbox"/> Resolve doubts about the company (PR) |
| <input type="checkbox"/> _____ | <input type="checkbox"/> Promote off-price merchandise |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

Advertising Truth #5:

“Immunity to advertising is one of humankind’s most comforting self-delusions.”

--Ed Shane

**Local Advertising Mistake #4:
Running ads that contain
more than 10% clichés.**

JONES

CHEVROLET

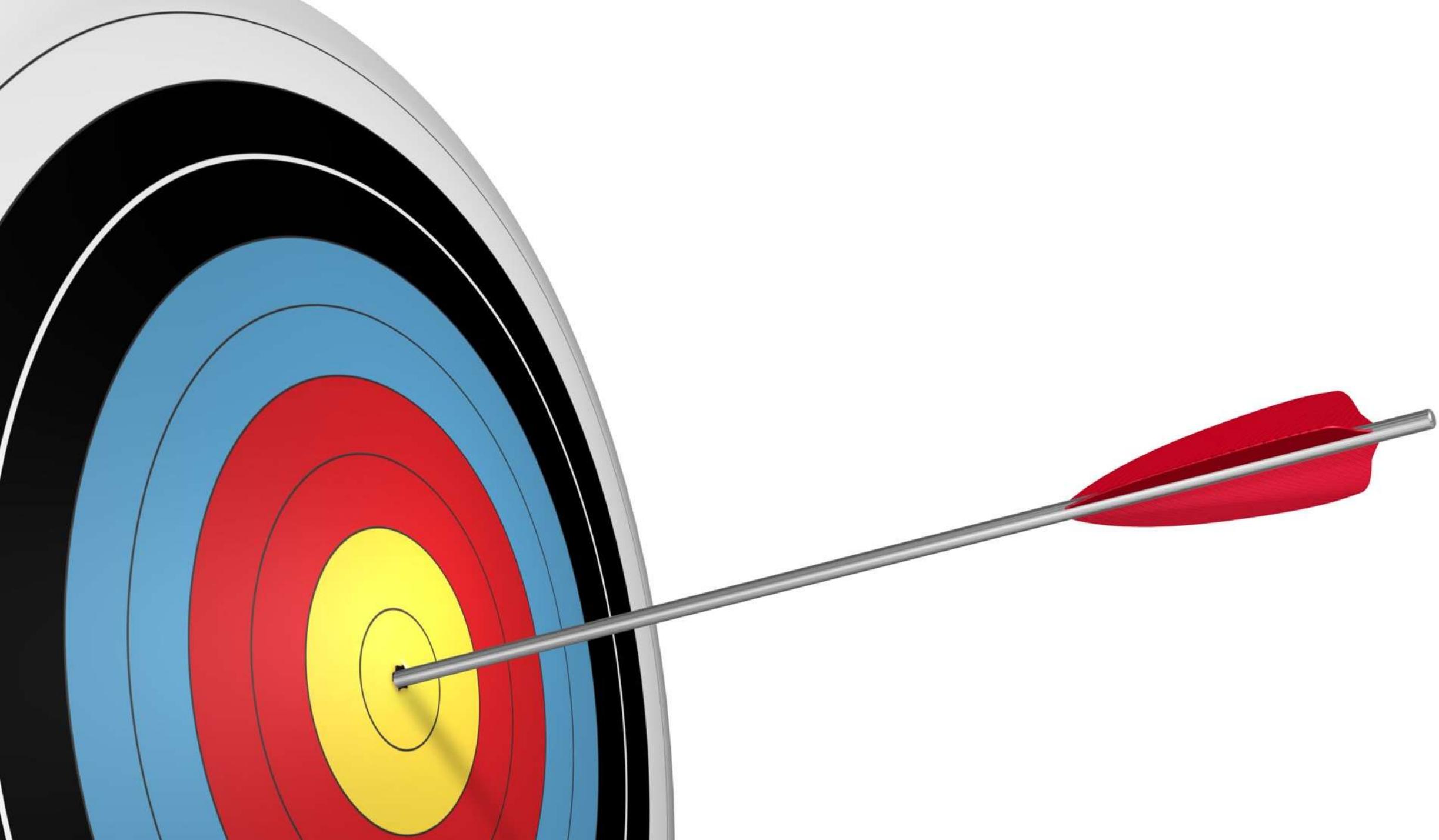


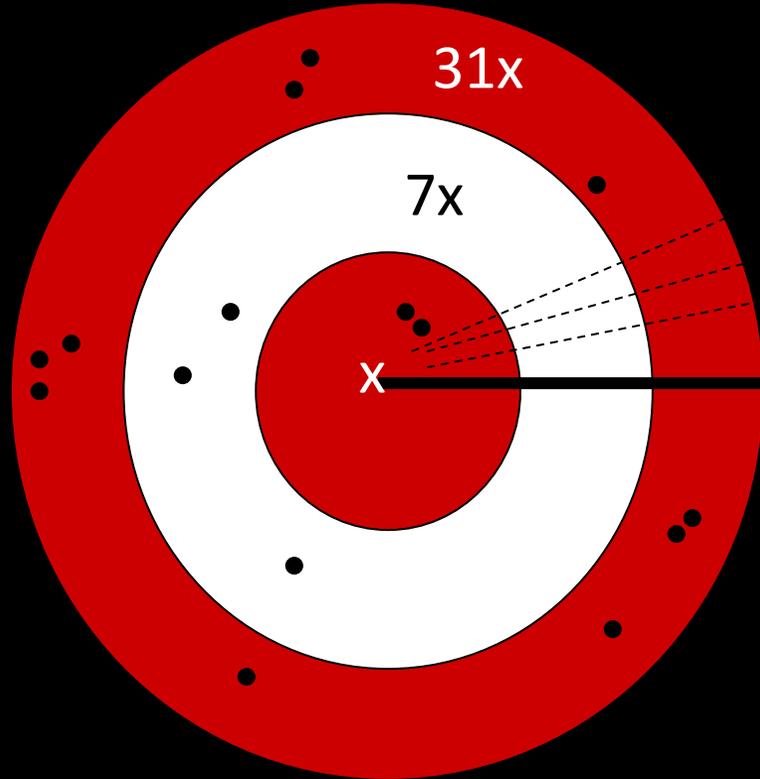
The Test: “Well, I would hope so.”

NOTICE

**EMPLOYEES
MUST WASH
HANDS BEFORE
RETURNING
TO WORK**







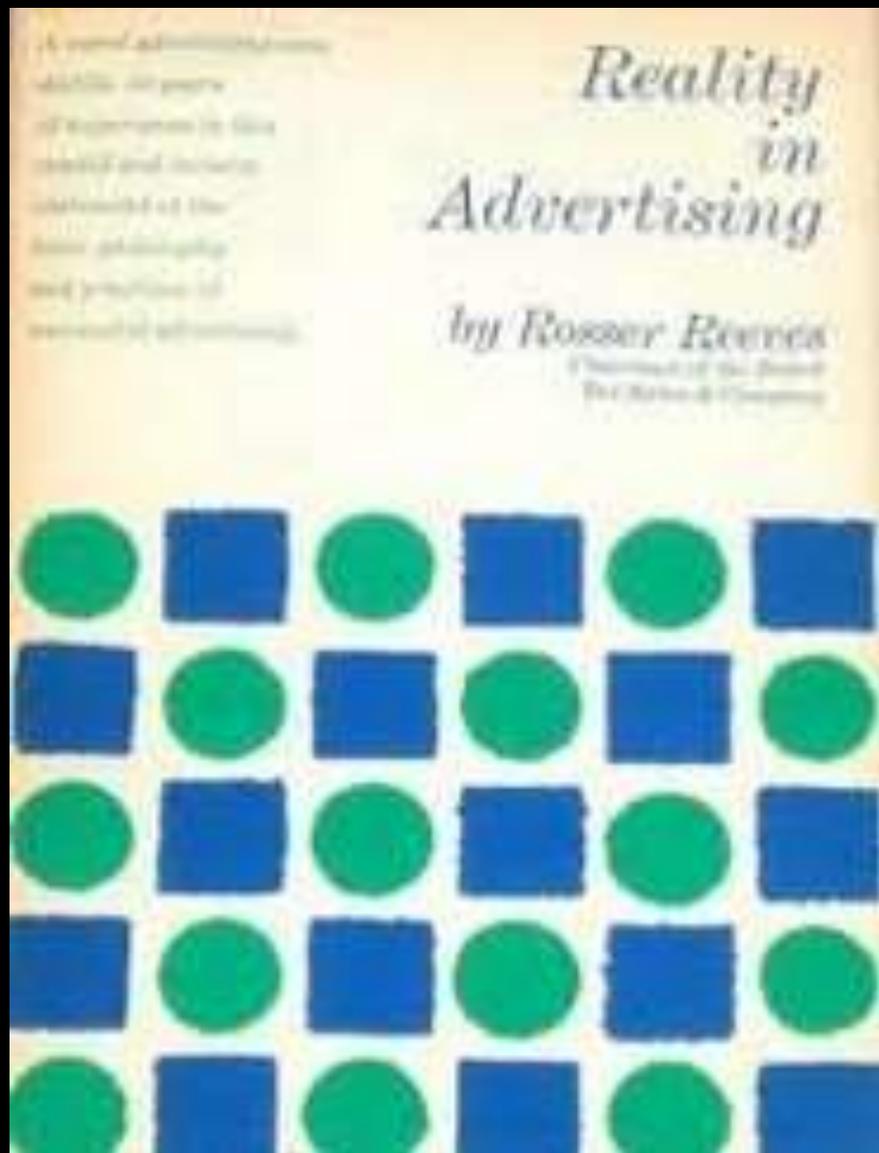


**The best visual aid is a
blank sheet of paper.**



**Advertising Truth #6:
The purpose of retail (local)
advertising is to sell more
today than you would have if
you hadn't run the ad.**

**Advertising Master #5:
Rosser Reeves**





“The true role of advertising is exactly that of the first salesperson hired by the first manufacturer—to get business away from the competitor.”

--Rosser Reeves



"Everything you want or need to know about consumers,
ask Brit Beemer!" —Stuart Varney, CNN Business Day



PREDATORY MARKETING

(UPDATED WITH NEW CONTENT WITH ROBERT VERFAE)

*What Everyone in Business Needs
to Know to Win Today's Consumer*

C. BRITT BEEMER

With Robert L. Shook

**Advertising Master #6:
C. Britt Beemer**

“Purposeful Shopping”

“You’ve got to be the first place shopped. People either buy it or go on to something else. Only 30% go to the second store.”

--C. Britt Beemer

Dueling Bull's-eyes

**Advertising Truth #7:
You're competing with every
cash register in town for the
disposable income. All
income is disposable.**

**Advertising Master #7:
Jack Trout
Advertising Master #8:
Al Ries**

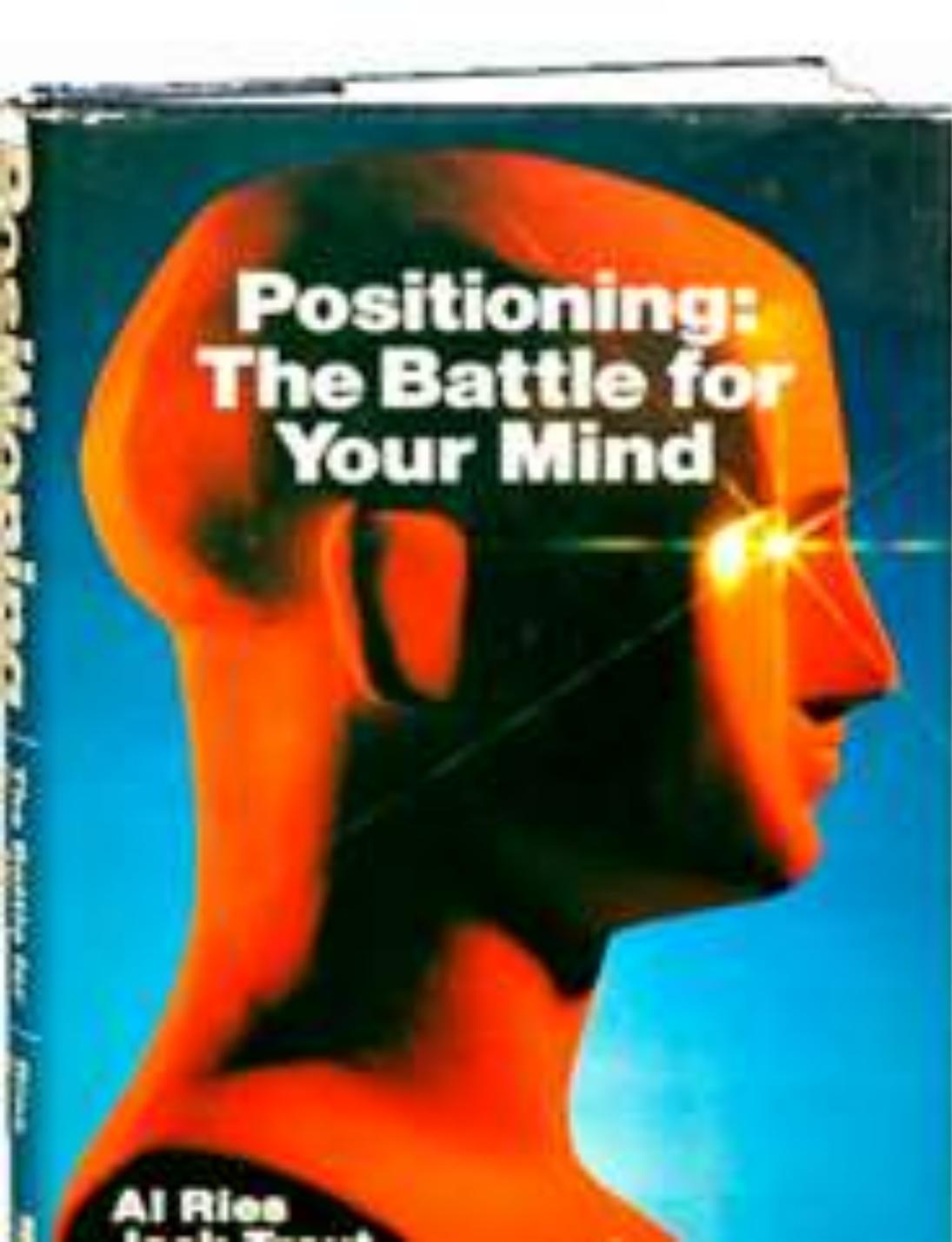
Jack Trout
Positioning

Jack Trout
Positioning



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**Positioning:
The Battle for
Your Mind**

Al Ries
Jack Trout

In Many It's the Bible on Strategy—the Most Influential Advertising Book Ever Written.

**POSITIONING:
The **Battle** for Your Mind**

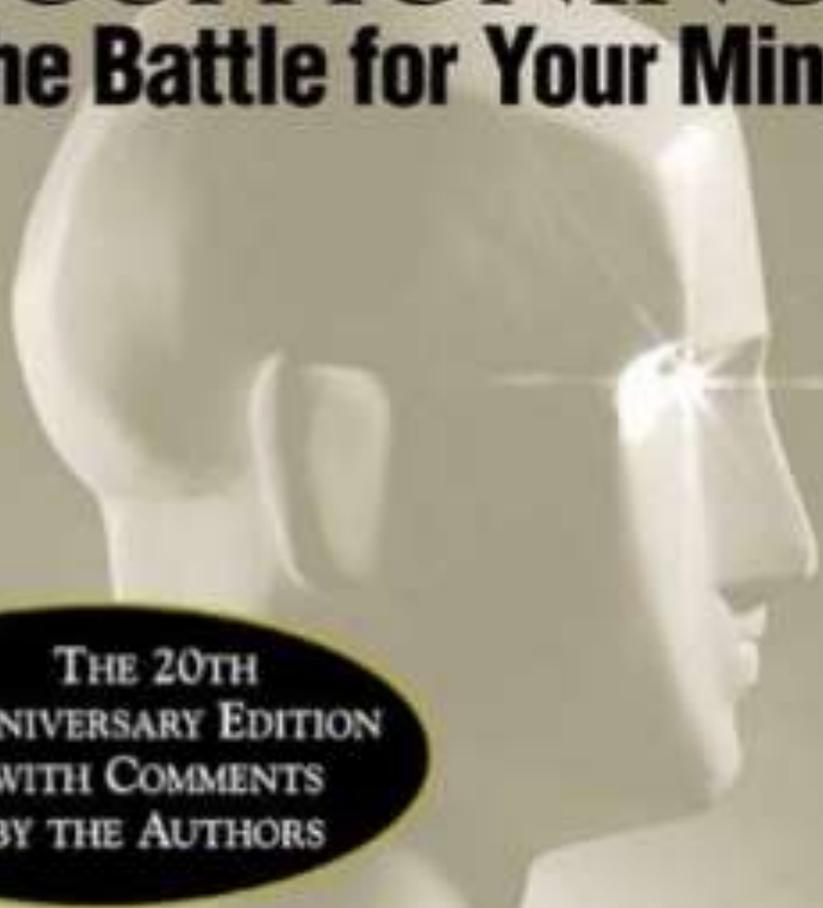
THE 20TH
ANNIVERSARY EDITION
WITH COMMENTS
BY THE AUTHORS

AL RIES • JACK TROUT

FRANKLIN'S CONSULTING SERVICES, INC. LTD.
ISO 9001:2008 CERTIFIED COMPANY

To Many It's the Bible on Strategy—the Most Influential Advertising Book Ever Written

POSITIONING: The Battle for Your Mind



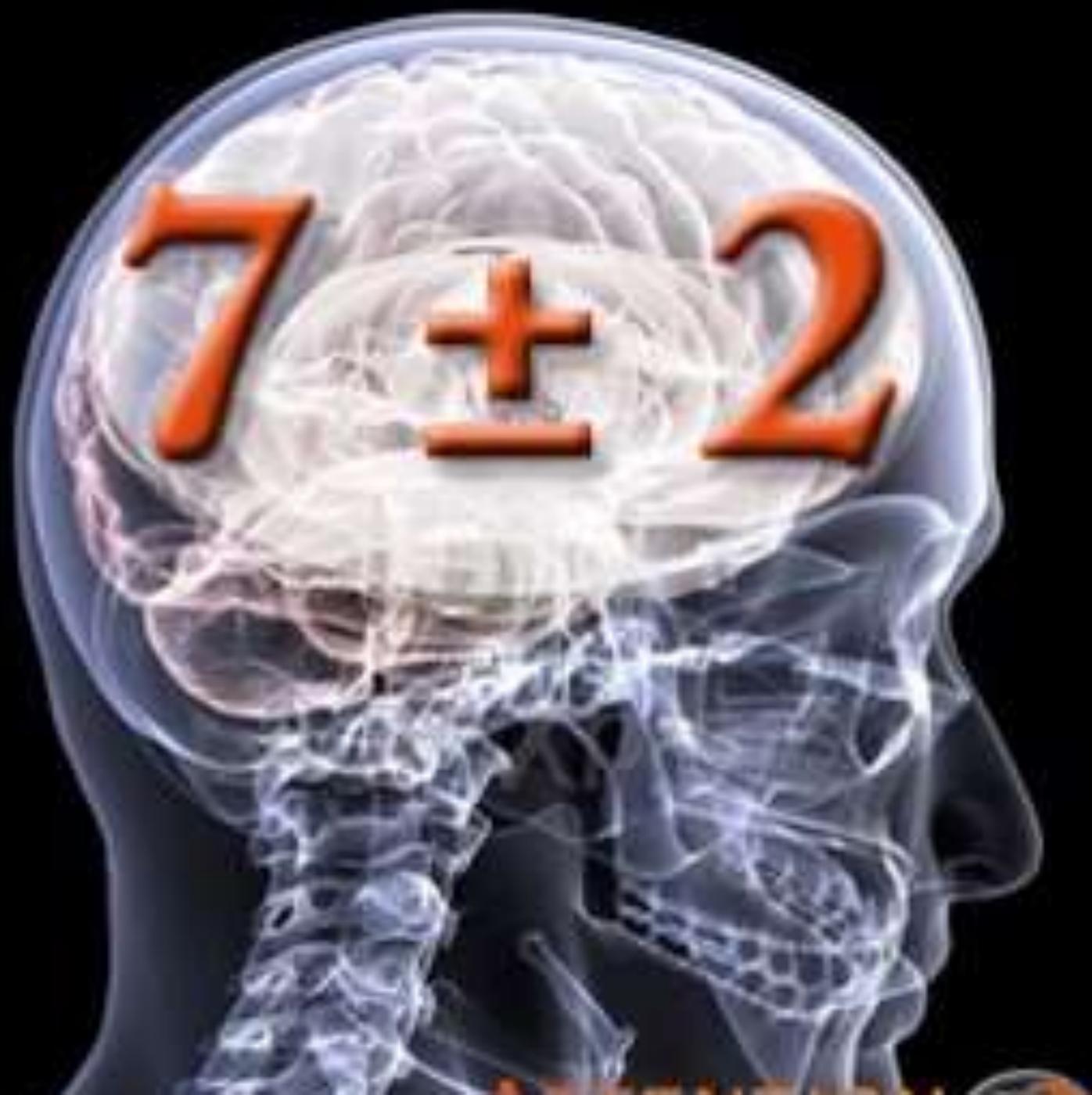
THE 20TH
ANNIVERSARY EDITION
WITH COMMENTS
BY THE AUTHORS



**“In short, marketing is war,
where the enemy is your
competitor and the ground
to be won is the customer.”**

**“The mind
works like a
simple card
file.”**







1



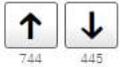
TRESemme

2



Dove

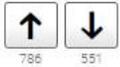
3



L'Oréal

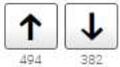
Perfumes, Cosmetics, and Other Toilet Preparations

4



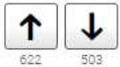
Pantene

5



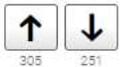
Herbal Essences

6



Garnier

7



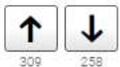
Head & Shoulders

8



Sunsilk

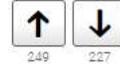
9



Schwarzkopf



10



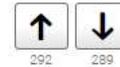
Biologie

11



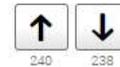
Redken

12



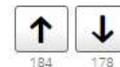
Matrix

13



Organix Hair

14



Paul Mitchell

15



Neutrogena

16



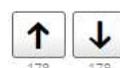
Suave

17



Aussie

18

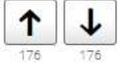


Aveda

Perfumes, Cosmetics, and Other Toilet Preparations

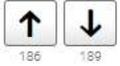


19



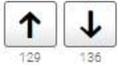
Nexus

20



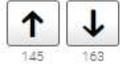
Bed Head

21



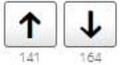
Pureology

22



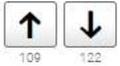
Aveeno

23



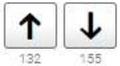
Clairol

24



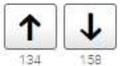
TIGI

25



John Frieda

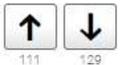
26



Bumble and bumble

umble and bum

27



Sexy Hair

You are “abnormal” people.