

A check list for more effective direct marketing copy

Whether you write your own or hire a pro, make sure your copy is crafted to generate maximum results.

Effective direct marketing copy begins and ends with your target audience in mind – first in making sure the product is suited to their needs, then in engaging their interest, and finally in motivating them to action.

When you are developing your creative, the strongest approach is to focus on copy first. Use design to make the copy clear, to add visual proof and to support the emotional triggers in the copy. As you evaluate your direct marketing copy, use these checkpoints to be sure you get the results you are looking for.

1 Does the copy focus on compelling benefits?

- Has the writer made the product or service clear to the reader?
- Has every relevant selling point been used?
- Are features of the product translated to benefits that differentiate it from competitive alternatives?
- Does the copy focus on strong, specific benefits that are highly valuable to the target audience?

2 Does the copy speak directly to the audience?

- Has the writer addressed the specific concerns, fears, needs and desires of the target audience?
- Does the copy use language and terminology easily understood by, and typically used by, the target group?
- Does the copy sound like one individual talking to another, rather than a corporation writing to many?

- Is the copy descriptive, creating images in readers' minds that help move them toward a purchase?

3 Is the copy well organized and composed?

- Does the copy follow a logical progression from catching attention to calling for action?
- Are there alternative paths through the copy for both careful readers and quick scanners?
- Is the copy concise, using the minimum number of words to get the point across? Does it get to the point quickly?
- Is the copy enthusiastic, motivating and credible?
- Does the copy address all obvious questions and objections a prospect would want answered before buying?

4 Is the offer immediately understandable?

- Is it immediately obvious what is being offered for sale?
- Does the copy support the offer with relevance, specificity, logical proof and emotional motivation?
- Is the offer clearly stated, simple and highly valuable to the audience?

5 Is the required action clear and easy?

- Is it clear what step the buyer should take next?
- Is it obvious how the buyer can pay?
- Does the copy tell the buyer what will happen after they take the requested action?
- Are alternative actions reduced to an absolute minimum, to avoid reasons for procrastination?



POCKET SALES PRO

Be more direct and improve your phone sales results

To successfully sell over the phone you must make a real connection with and qualify each person you speak to very quickly. Many sales people are so busy trying to stay on the line that they fail to do either. You can do both with a direct, honest approach that lets you politely avoid a brush off so that you can communicate your value proposition effectively.

When you hear an automatic “Not interested,” try this approach: “I don’t blame you [name], you don’t know me and you haven’t discovered how my company can help you yet, but many of my new customers tell me that my call turned out to be well worth their time.” [Now explain your strongest benefit, or ask a qualifying question.]

If you reach an assistant who will just take a message, try asking if they work closely with your prospect. If so, say: “I don’t want to take up your time by calling over and over to reach [prospect], so let me tell you how I can help him/her. If you think it is something s/he would be interested in we can set up 5 minutes of phone time.” [Now ask your qualifying questions.]

If you reach a prospect who seems to be putting you off after previously encouraging you, try this: “I’m glad I reached you, [name]. Now let me ask you, and please level with me, is this simply not something you are interested in right now, or would you sincerely like to set up another time to go over the details?” [Now wait for the response.]

If you find that your offering is not valuable to the person you have called then there is no point trying to make a sale. Say thank you and move on. Otherwise, you are well positioned to develop the relationship and make the sale.