

**The 2 BIG LIES** you sometimes let your advertisers tell your audience.

1. Your \_\_\_\_\_ is the biggest investment you will ever make.
2. Your \_\_\_\_\_ is the second biggest investment you will ever make.

**The TRUTH:** The biggest investment you will ever make is the one you make in your \_\_\_\_\_.

**SOMETHING EARL NIGHTENGALE SAID:** “One hour per day 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 be one of the best people in the world at what you do.”



“An addiction to \_\_\_\_\_ will be the death of your creative production. We live in a world where \_\_\_\_\_ is even more valuable than - \_\_\_\_\_.” (Robin Sharma)

### THE MASTERS COURSE IN ADVERTISING

Everybody has an \_\_\_\_\_ about advertising.

You need a \_\_\_\_\_ of advertising—a set of ideas or beliefs relating to a particular field or activity: an underlying theory.

Rationale: 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. All great Masters, whatever their field, always know the basics. But they are great because they use these basics in new and exciting ways and ultimately go beyond them. –Dr. Jeffrey Lant

#### **Advertising Master #1: Claude Hopkins, *My Life in Advertising: Scientific Advertising Methods*.**

Quote: “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 \_\_\_\_\_ . Its principles are the principles of salesmanship. Success and failure in both lines are due to like causes. Thus, every advertising question should be answered by the salesman’s standards. Ads are planned and written with some utterly wrong conceptions. They are written to please the seller (advertiser). The interests of the buyer are forgotten. One can never sell goods profitably, in person or in advertising, when that attitude exists.”

**Advertising Truth #1:** You are not selling commercials, air time, spots or digital. You are selling \_\_\_\_\_ on your audience.



# THE CHART

	<b>LEVEL</b> <b>1</b>	<b>LEVEL</b> <b>2</b>	<b>LEVEL</b> <b>3</b>	<b>LEVEL</b> <b>4</b>
<b>OBJECTIVE</b>	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
<b>LEVEL OF TRUST</b>	Neutral or distrustful	Some credibility	Credible to highly credible, based on sales person's history	Complete trust based on established relationships and past performance
<b>APPROACH &amp; INVOLVEMENT</b>	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
<b>CONCERN OR SELF-ESTEEM ISSUE</b>	Being liked	Being of service, solving a problem	Being a resource	Being an "outside insider"
<b>PRE-MEETING PREPARATION</b>	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
<b>POINT OF CONTACT</b>	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
<b>PRESENTATION</b>	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



**Reality Check:** There are Level 1, 2, 3 and 4 sales relationships, sales conversations, sales presentations and \_\_\_\_\_.

**Advertising Master #2: David Ogilvy, *Confessions of an Advertising Man*, Ogilvy on Advertising Quote:**  
 “Avoid \_\_\_\_\_, generalizations and platitudes. Be enthusiastic, friendly and memorable. Don’t be a bore. Tell the \_\_\_\_\_, but make the \_\_\_\_\_ fascinating.”

Headline: At 60 miles an Hour, The Loudest Noise in the New Rolls Royce Comes from the Electric Clock.”

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

**Advertising Master #3: Alvin Eicoff, *Broadcast Direct Marketing*. Concept: “The Formula.”**

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

### The Ice Storm Sale



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

- |   |            |
|---|------------|
| <input type="checkbox"/> Make an offer to sell something          | 25 points  |
| <input type="checkbox"/> Price your offer                         | 25         |
| <input type="checkbox"/> Ask for a specific action                | 20         |
| <input type="checkbox"/> Add urgency with time or quantity limits | 15         |
| <input type="checkbox"/> Develop a theme or hook                  | <u>15</u>  |
|   | 100 points |

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



## The Numbers Game (Round 1)

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



## The Numbers Game (Round 2)

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



Discuss the lessons The Numbers Game teaches about succeeding in broadcast sales.

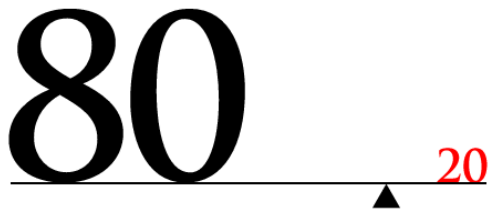
1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

**The 3 secrets of success.**

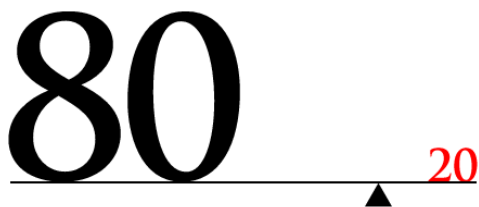
1. You've got to know what you're doing.
2. You've to know you know what you're doing.
3. You've got to be known for what you know.

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

**The Local Advertiser's Dilemma**



**Your Success Strategy**



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

**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/<br>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/<br>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"/> _____   |



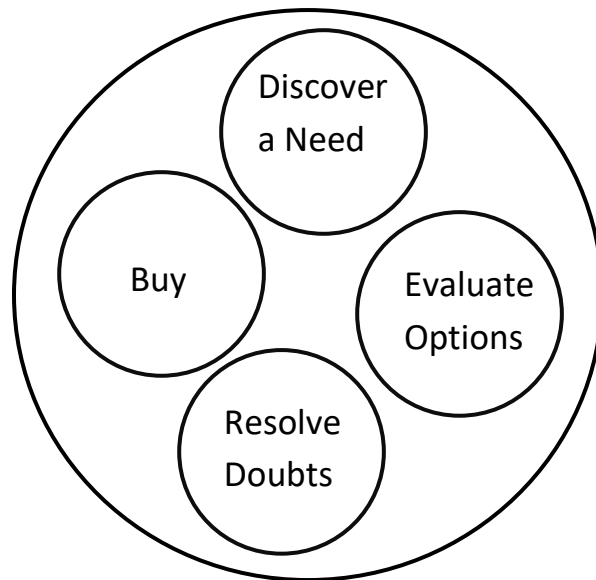
**How to “Talk Advertising” with your clients today**

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

**Advertising Truth #4:** People respond to \_\_\_\_\_ not to \_\_\_\_\_.

**Advertising Master #4: Gene Schwartz, *Breakthrough Advertising*.** Quote: “The power, the force, the overwhelming urge to own that makes advertising work, comes from the market itself, not from the copy. Copy cannot create a desire for a product.”

Reality check: People buy \_\_\_\_\_.



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

Broken glasses

**Advertising Truth #5** “Immunity to advertising is one of humankind’s most comforting self-delusions.”

--Ed Shane *Selling Broadcast Advertising*

**Local Advertising Mistake #4:** Running ads that contain more than \_\_\_\_\_ % clichés

“\_\_\_\_\_, I would \_\_\_\_\_.” If you can say this about a claim made in the commercial, then you should not air it. Rewrite.



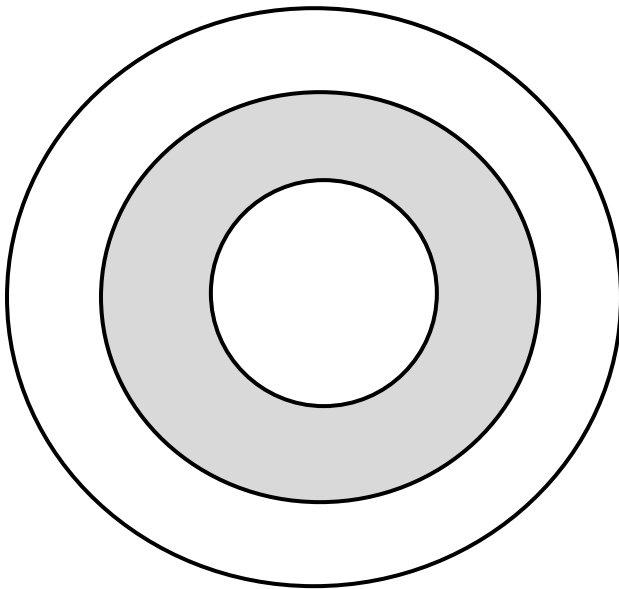


**The Bull's-eye Theory of Advertising Concept**

**Sell CONCEPTS instead of rates, ratings and spots.** “The customer rarely buys what the business thinks it’s selling. Top performers in every industry sell \_\_\_\_\_ . That’s why they’re top performers.”

–Peter Drucker

You best visual aid is a \_\_\_\_\_ of \_\_\_\_\_ .



**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.

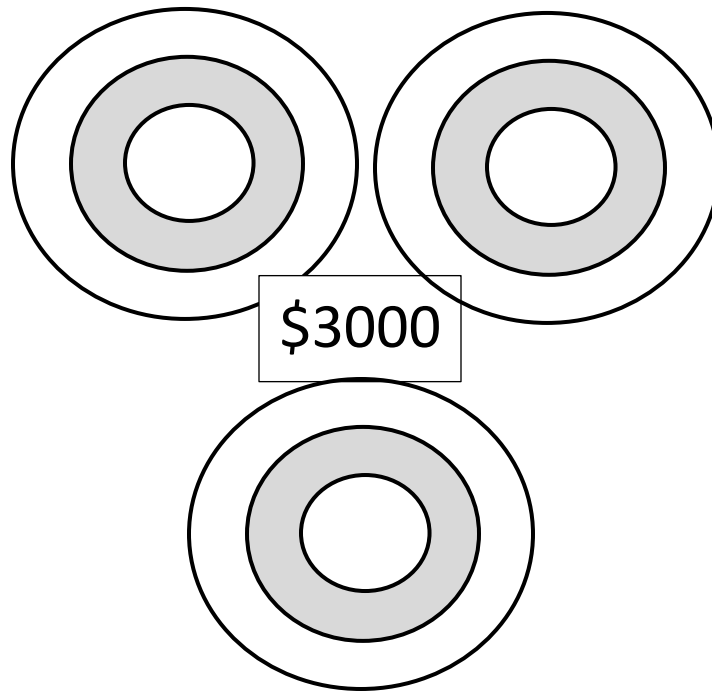
**Advertising Master #5 Rosser Reeves:** *Reality in Advertising*. Concept: Unique Selling Proposition (USP)

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

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

**Advertising Master #6** C. Britt Beemer, *Predatory Marketing*. Concept: Purposeful Shopping. Quote: “You’ve got to be the first place shopped. People either buy it or go onto something else. Only 30% go to a second store.”



**Dueling Bull's-eyes**

**Advertising Masters #7 and #8: Jack Trout and Al Ries, *Positioning, the Battle for Your Mind*.** Quote: "In short, marketing is war, where the enemy is your competitor and the ground to be won is the customer."

**Concept: The \_\_ plus or minus \_\_ theory.** The mind works like a \_\_\_\_\_ .  
You don't have as many choices as you think you do.

**The Ladder Game**

**Education without action is entertainment.** To know and not to do is not to know. A training program **that doesn't change your behavior in some way is as useless as a parachute that opens on the FIRST bounce.** Take *application notes*. Decide which concept or new approach you will use with specific advertisers and prospects.

Idea #1: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #2 \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #3: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #4: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #5: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #6: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #7: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #8: \_\_\_\_\_

Applies to: \_\_\_\_\_

Idea #9: \_\_\_\_\_

Applies to: \_\_\_\_\_

