

The ABC's of Advertising: How to Motivate Prospects to Take Action, Measure the ROI of Your Marketing and Spark More Sales Today



activate

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CONGRATULATIONS!!!

You are part of the driving force that is **“Making America Great Again”**.

As a small business leader or owner, you are in excellent company among the 28.8 million other small businesses in the United States, according to the U.S. Small Business Administration.

And as the SBA reports, your company is counted among the 99.7% of all U.S. businesses.

“Because the purpose of business is to create a customer, the business enterprise has two – and only two – basic functions: marketing and innovation.

Marketing and innovation produce results; all the rest are costs.

[Therefore] Marketing is the distinguishing, unique function of the business.”
— Peter Drucker, author of *Innovation and Entrepreneurship* and the man Businessweek called “The Father of Modern Management”

Small businesses get it: **Marketing is the lifeblood of your business.**

Because with great marketing comes the ever-important cash flow.

One expert with *Entrepreneur Magazine* claims that up to 82% of all business failures are the result of poor or inconsistent cash flow.

If done correctly, marketing can do a lot of the heavy lifting for a company’s sales force, and thus increase cash flow, because effective marketing, and especially direct response advertising, is designed to produce sales results.

Marketing, when properly defined, is the overall strategy of a company’s relationship to the rest of the world.

“Marketing is any contact that your business has with anyone who isn’t a part of your business. Marketing is also the truth made fascinating. Marketing is the art of getting people to change their minds. Marketing is an opportunity for you to earn profits with your business, a chance to cooperate with other businesses in your community or your industry and a process of building lasting relationships.”

— Jay Conrad Levinson, author of *Guerilla Marketing*

“Marketing is not only much broader than selling... [Because] it encompasses the entire business. It is the whole business seen from the point of view of the final result, that is, from the customer’s point of view. Concern and responsibility for marketing must therefore permeate all areas of the enterprise.”

— Peter F. Drucker, “The Father of Modern Management”

Advertising, and in particular, direct response advertising, is a specific tactic then, intended to produce a positive response from the targeted audience.

And that's how direct response advertising is different than other marketing outlets.

Direct response advertising is advertising that is accountable to results.

Advertising is salesmanship in print... Advertising must stand up and represent your best sales presentation times one thousand...[And] From this day forward, do not even think about placing an ad unless you are placing a direct response ad.

— Jon Jantsch, author of *Duct Tape Marketing*

Direct response advertising can take place in the form of multiple marketing channels, including:

- Direct Mail
- Digital Media
- Pay Per Click
- Email Offers
- Landing Pages
- Streaming T.V.
- Telemarketing
- Client Seminars
- Coupon Offers
- Radio Ads

Direct response advertising works because it plays to the deeper primal desires that all people crave.

Things like: **Curiosity. Exclusivity. Social Approval. Status.**

These are the basic wants and needs of every person, and thus every businesses' prospective market and potential customer base.

Direct response advertising is unique from the other more broad-based marketing efforts like mass media and "image branding" because with direct response you can:

- Target a specific niche audience
- Make a clear and compelling offer
- Elicit an immediate buying decision
- Measure results and calculate the ROI

The problem is that most marketing today consists of creating brand awareness with fancy logo's and confusing social media platforms (or worse), scandalous publicity stunts, lifeless public relations events, and general broadcasts through random T.V. commercials and boring outdoor billboards that mean nothing to most commuters.

In most cases, none of these marketing avenues are intended to produce a sale, and as such, they can be very difficult to measure effectiveness or justify the cost of production.

But in direct response, you can actually measure your marketing's effectiveness based on the amount of qualified leads generated and closed sales conversions.

Again, direct response advertising works because:

- It is targeted at a businesses' specific audience,
- Has a compelling offer and risk-free guarantee,
- And heightened emotionally stimulating cues,
- That is filled with deep consumer benefits
- To trigger psychological buying impulses.

“A direct response ad, like a good salesperson, gets an appointment (by grabbing attention), goes out there and makes a case for your business, offers proof that you can provide a solution, shares facts, and makes a very specific offer.”

— Jon Jantsch, author of *Duct Tape Marketing*

Because I know that not everyone who submits an inquiry to my direct response firm, **Activate Advertising Agency, L.L.C.**, will have the budget to implement a full direct response advertising campaign, or have the time to learn and execute all these strategies to their maximum power, **I wanted to provide YOU with this FREE, value-added report (retailed at \$24.99)** just for those business leaders who want to take their enterprise to a new level of success with my hardcore, results-based marketing style of direct response advertising.

“Direct marketing is the only form of accountable advertising.”

— Bob Bly, author of *The Marketing Plan Handbook*

Think of this as a DIY guide for an immediate infusion of new leads, customers, and sales transactions for your small business – no matter what the industry – **guaranteed to work**, if applied.

If you like what you read, then please try the suggestions out. You'll like the results even better. I promise.

“Inaction breeds doubt and fear. Action breeds confidence and courage. If you want to conquer fear, do not sit home and think about it. Go out and get busy.”
— Dale Carnegie, author of *How to Win Friends and Influence People*

Take positive action today with your marketing and advertising.

Finally, if you're ready to go beyond the action steps outlined in this report and want to take your business to new levels of breakthroughs, then you can find my contact information below. I would be happy to give you a no-obligation proposal.

Here's to Your Write to Win™



A handwritten signature in black ink that reads "Joshua Lee Henry".

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***Activate Your Advertising with
Your Direct Response Advantage!!!***

A = Grab their ATTENTION

“Remember that the reader’s attention is yours for only a single instant. They will not use up their valuable time trying to figure out what you mean.”

— John Caples, author of *How to Make Your Advertising Make Money*

“Always enter the conversation already going on in your prospects mind.”

— Robert Collier, Copywriter, Author and Publisher

“The success of an entire advertising campaign may stand or fall on what is said in the headlines of the individual advertisements.”

— John Caples, author of *How to Make Your Advertising Make Money*

B = Explain the BENEFITS

“Consumers do not buy products. They buy product benefits.”

— David Ogilvy, author of *Confessions of an Advertising Man*

“The best headlines are those that appeal to the reader’s self-interest, that is, headlines based on reader benefits. They offer readers something they want – and get from you.”

— John Caples, author of *How to Make Your Advertising Make Money*

“Marketing is something we do for people, not something we do to people.”

— Ray Edwards, author of *How to Write Copy that Sells*

C = Arouse their CURIOSITY

“You must make the product interesting, not just make the ad different. And that’s what too many of the copywriters in the U.S. today don’t yet understand.”

— Rosser Reeves, author of *Reality in Advertising*

“Curiosity about life in all of its aspects, I think, is still the secret of great creative people.” — Leo Burnett, interviewed in *The Art of Writing Advertising*

D = Invoke their DESIRE

“The greatest mistake marketers make is trying to create demand... You cannot create desire; only channel it and direct it.”

— Eugene Schwartz, author of *Breakthrough Advertising*

E = Be EMPATHETIC

"Never write an advertisement which you wouldn't want your own family to read. You wouldn't tell lies to your own wife. Don't tell them to mine. Do as you would be done by. If you tell lies about a product, you will be found out."
— David Ogilvy, author of *Confessions of an Advertising Man*

F = Erase their FEARS

"There are two motives to action: self-interest and fear."
— Napoleon Bonaparte, French Emperor and General

"Fears about money inhibit your wealth attraction powers. Absence of fears about money releases your full wealth attraction power."
— Dan Kennedy, author of *The Ultimate Marketing Plan*

G = Make them a risk-free GUARANTEE

"We have become so accustomed to hearing everyone claim that his product is the best in the world, or the cheapest, that we take all such statements with a grain of salt."
— Robert Collier, Copywriter, Author and Publisher

"If you can't turn yourself into a consumer, you probably shouldn't be in the advertising business at all." — Leo Burnett, interviewed in *The Art of Writing Advertising*

H = Provide them HOPE

"Don't tell me how good you make it; tell me how good it makes me when I use it."
— Leo Burnett, interviewed in *The Art of Writing Advertising*

I = Create an INTEREST

"Remember the people you address are selfish, as we all are. They care nothing about your interests or profit. They seek service for themselves."
— Claude Hopkins, author of *Scientific Advertising*

"People aren't interested in you. They're interested in themselves."
— Dale Carnegie, author of *How to Win Friends and Influence People*

J = Make their friends JEALOUS

"The enemies of advertising are the enemies of freedom."
— David Ogilvy, author of *Confessions of an Advertising Man*

“Advertising is like learning – a little is a dangerous thing. If a man has not the pluck to keep on advertising, all the money he has already spent is lost.”
— P.T. Barnum, author of *The World’s Greatest Showman*

K = Expand their KNOWLEDGE

“What you say in advertising is more important than how you say it. [And] The more informative your advertising, the more persuasive it will be.
— David Ogilvy, author of *Confessions of an Advertising Man*

L = Make them LAUGH

“Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.”
— Leo Burnett, interviewed in *The Art of Writing Advertising*

M = Save them MONEY

“The greatest thing to be achieved in advertising, in my opinion, is believability, and nothing is more believable than the product itself.”
— Leo Burnett, author of *The Art of Writing Advertising*

“The man who stops advertising to save money is like the man who stops the clock to save time.” — Thomas Jefferson, Founding Father, America’s 3rd President and author of the United States Declaration of Independence

N = Make it NECESSARY

“Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.”
— Philip Kotler, author of *Principles of Marketing*

“Marketing is getting someone who has a specific need to know, like and trust you.”
— John Jantsch, author of *Duct Tape Marketing*

O = Make an irresistible OFFER

“An offer is simply what your prospects get when he responds to your ad.”
— Bob Bly, author of *The Marketing Plan Handbook*

P = Address their PAIN

“The sole purpose of business is service. The sole purpose of advertising is explaining the service which business renders.”

— Leo Burnett, interviewed in *The Art of Writing Advertising*

Q = Give the solution QUICKLY

“Many a small thing has been made large by the right kind of advertising.”

— Mark Twain, American Humorist, Entrepreneur, and Author

“I’ve learned that any fool can write a bad ad, but that it takes a real genius to keep his hands off a good one.” — Leo Burnett, interviewed in *The Art of Writing Advertising*

R = Promise them RESULTS

“A man who has made a success desires to see others make a success. A man who has worked wants to see others work.

— Claude Hopkins, *author of Scientific Advertising*

S = Tell a better STORY

“Marketing is no longer about the stuff you make, but about the stories you tell.”

— Seth Godin, *author of Permission Marketing*

“Every product has a unique personality and it is your job to find it.”

— Joe Sugarman, *author of Advertising Secrets of the Written Word*

T = Provide them TESTIMONIES

“The most powerful element in advertising is the truth.”

— William Bernbach, *author of The History of Advertising that Changed the History of Advertising*

“Advertising is the ability to sense, interpret... to put the very heart throbs of a business into type, paper, and ink.” — Leo Burnett, interviewed in *The Art of Writing Advertising*

U = Create a sense of URGENCY

“I have been impressed with the urgency of doing. Knowing is not enough. We must apply. Being willing is not enough. We must do.
— Leonardo da Vinci, Renaissance Man, Inventor and Artist

V = Adding VALUE

“Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.”
— Philip Kotler, author of *Principles of Marketing*

W = Sell them what they WANT

“The only purpose of advertising is to make sales. It is profitable or unprofitable according to its actual results.”
— Claude Hopkins, author of *Scientific Advertising*

“Advertising is Salesmanship in Print.”
— John E. Kennedy, author of *Reason Why Advertising*

X = Make a bold EXCLAMATION

“He who can spend the most to acquire a customer, wins.”
— Dan Kennedy, author of *The Ultimate Marketing Plan*

Y = Get them to YES

“The object of advertising is to sell goods.”
— Bob Bly, author of *The Marketing Plan Handbook*

Z = Provide a ZERO-downside

“Marketing is a battle of perceptions, not products.”
— Al Ries & Jack Trout, authors of *The 22 Immutable Laws of Marketing*

“The aim of marketing is to make selling superfluous.”
— Peter F. Drucker, “The Father of Modern Management”