
COPYWRITING TNT! January, 2008
Resources, ideas, and tips for writers and copywriters, business-to-
business, high-tech, industrial, Internet, and direct marketing.

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QUOTE OF THE MONTH:

"Success is the ability to go from failure to failure without losing your
enthusiasm."

-Sir Winston Churchill

*** WHAT'S WORKING IN GOOGLE ADWORDS? ***

At his recent weekend Google Adwords seminar, Perry Marshall gave a list
of tactics he said are worth testing in your pay-per-click ad copy:

1. Celebrities (e.g., "As seen on Oprah").
2. Famous phrases (i.e. clichés).
3. Words and phrases that evoke sounds (e.g., "Blam!").
4. Question marks, dashes, and hyphens.
5. Claims to fame (e.g., "voted best product").
6. Controversial claims (i.e., bold-faced statements).
7. Suggest specific procedures or immediate actions.

*** DO WHITE PAPERS WORK? ***

Do white papers still work as a direct response offer? Yes, says Nick
Copley, Vice President of Bitpipe.

"The big [magazine] publishers are scaling back the amount of editorial
space they have to offer," he explains.

White papers allow marketers to bypass the trade press and reach their
prospects directly, and the IT audience is receptive. "People are looking
to get up to speed on technology any way they can, and a little bias
seems to be okay."

Here are a few of Copley's tips for writing effective white papers:

Determine the objective: Decide up front what the one goal is you are
trying to achieve with this document. Save all the other nuggets of
ideas for other white papers.

Add a case study: When your white paper is too abstract, adding

a case study or two, perhaps as sidebars, "can bring the paper back to reality."

Address competing technologies: Show how your solution maps against the competition. Make sure your white paper addresses the major issues your competitors raise.

Have a call to action: You've educated and persuaded the reader. Now spell out the next step.

Source: Software Success, Vol. 16, No. 22

*** IF YOU'RE A COPYWRITER, YOU NEED TO READ THIS ***

Thirty years ago, freelance copywriting was a wide open market. But today, thanks to the efforts of copywriting pioneers like Bob Bly and Michael Masterson, the marketplace has become crowded. A simple Google search brings up dozens and dozens of freelancers.

In this overcrowded market, you need more than just copywriting ability to make it as a freelance copywriter.

You also need to know how to get clients!

And not just any clients. But clients who understand how valuable good copywriting is, appreciate your skills, and are willing to pay a fair price for it. And if you've ever used websites like Elance.com and Guru.com, you know how hard it is to find this kind of client.

If you're truly serious about increasing your client base with quality opportunities, you need to click this link and find out the big boys and girls get the clients who pay thousands of dollars to write a single letter. A few minutes of your time could change your writing career.

<http://www.ctcpublishing.net/cmd.php?Clk=2236893>

*** DO YOU MAKE MISTAKES LIKE THIS IN ENGLISH? ***

An obituary contained this sentence: "Greg Garrison, a pioneering TV director, worked with stars like Dean Martin, Jack Benny, and George Burns."

Top copywriter Don Hauptman, points out that the use of "like" in this situation is a mistake, because Mr. Garrison really worked with Dean, Jack, and George - not just people "like" them.

To fix the sentence, change "stars like" to "stars including" or "stars such as."

Source: Don Haupman, Word Ways, Vol. 38, No. 4.

*** 7-POINT CHECKLIST FOR WRITING STRONGER HEADLINES ***

1. Does your headline touch a nerve?
2. Does it make a unique claim or statement?
3. Does it provoke curiosity?
4. Is it credible?
5. It is specific?
6. Does it have a news element?
7. Does it offer a compelling benefit for reading?

Source: Clayton Makepeace teleconference, 12/20/06.

*** HOW TO MAKE YOUR BUSINESS-TO-BUSINESS MARKETING TWICE AS EFFECTIVE AT HALF THE COST ***

Are business-to-business marketing and consumer marketing basically the same?

Or are there fundamental differences that make selling to executives - engineers - IT professionals - HR departments - architects - doctors - scientists - and small business owners a uniquely difficult challenge?

* Hyped-up copy for a new nutritional supplements that sells by the wagonload to consumers would be viewed as empty fluff by doctors with real medical training.

* The outrageous promises, language, and approach you use to sell stock market newsletters to individual investors won't work on a conservative bank president or portfolio manager.

* Marketing campaigns that sell technology to consumers have to be simple. "Forget features; only talk about benefits," we are told. But engineers, IT professionals, and other techies want to know the features and specs. And if you leave out the important technical content they need to make a decision ... or if you talk down to them in any way ... you won't get the sale.

B2B and consumer market are two completely different animals, and unless you know what motivates - and how to sell to - business buyers, your marketing campaigns will generate mediocre results, at best, whenever you run them. Do you know all the critical differences?

To learn more, click here:

<http://www.ctcpublishing.net/cmd.php?Clk=2167297>

*** HOW TO SELL TO DOCTORS ***

For good rapport with a physician, ask one or two short questions to demonstrate your keen perception of the medical milieu, and then move on to something else.

Doctors' preferred topics are their leisure activities (of which they can afford the best) and their wonderful business acumen (of which they have none). Their least favorite subject is medicine, unless they're powwowing in private with their accomplices, trying to save your life.

What's Your Specialty?

The obvious conversational kick-starter. Drive it off with, "What drew you to that specialty?"

Do You Think There's Too Much Sub-specialization Going On?

As the field of medicine evolves, more subspecialties are becoming certifiable. Both the specialist and the almost extinct species of general practitioner are sure to have an opinion.

Are You Affiliated With a Hospital? Or: How's Your Relationship With Your Hospital?

A very relevant question because, as hospitals become increasingly more commercial, their relationship with the physician changes. He or she often gets the short end of the stick.

Incidentally, doc is an insider's word which implies a level of familiarity that you don't have unless you've been hanging out with docs all your life. Stick with physician. They like being distinguished from Ph.D.'s, optometrists, veterinarians, chiropractors, and all mail-order "doctors."

Leil Lowndes, How to Talk to Anybody About Anything, Carol Publishing

*** THE PSYCHOLOGY OF "CHEAP" ***

Even though many consumers are poor, no one wants to think of himself that way. Poor people want to enjoy the fruits of life just as much as the country club set. Purchasing name-brand products can offer a degree of comfort and pride to consumers; they may not be able to afford a new car, but they can provide small luxuries like a favorite cereal or premium ice cream.

Studies have shown families living below the poverty line purchase significantly more name-brand items for everyday use than the average consumer - soaps, beauty products, prepared food - as well as midrange luxury items such as watches, TV's, and stereos.

So if the poor don't want cheap generic products, what does that tell you about the middle and upper class? Consumers want quality and are willing to pay for it.

The price you set for your product translates to a value statement with

consumers. Is a Rolex Presidential watch really worth \$3,999? Not in my world, but for some select buyers the brand provides intrinsic value that justifies paying the exorbitant price. Every consumer makes a value judgment based upon the benefits the product delivers and the cost associated with purchasing those benefits.

Eric Schulz, The Marketing Game, Adams Media Corporation

*** TELL ME YOUR THOUGHTS ***

I welcome any feedback from my readers, positive, negative, or in-between. What kinds of articles would you like to see more of? Got something to say?

Throw me some compelling comments, or stories of your own. Maybe they'll appear in future issues.

A 60-SECOND COMMERCIAL FROM THE WRITE LINE:

Travis is available for copywriting of direct mail packages, sales letters, brochures, ads, e-mail marketing campaigns, PR materials, and Web pages. We recommend you call for a FREE copy of our updated Copywriting Information Kit. Just let us know your industry and the type of copy you're interested in seeing (ads, mailings, etc.), and if Travis is available to take your assignment, we'll tailor a package of recent samples to fit your requirements.

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