

GOLD DUST SERIES

Those that KNOW more, SELL more...

If there is no offer - there will be no sale...

Simple. But believe it, because it's true.

People want offers. They like them. They will sidestep you and go to one of your competitors, if their offer is better than yours. You might not like to hear that, but it's the truth.

A strong offer - preferably one your competitors can't match - is one of the most important elements that will help you succeed in direct response marketing.

And how to deliver it correctly, is an art. But more of that in a minute...

Surely, everyone who understands even an inch of marketing and direct marketing, recognises the absolute need for an offer, don't they?

No, they don't.

Thousands of promotions are being written, even as you read this, that will fail miserably, because there is no meaningful offer - or whatever offer exists, is weak, or hidden away in the poorly written copy.

Let's look at the offer, by first defining what it is NOT. An offer is not how nice you are, pictures of your smiling team or your new machine or gizmo, plus, a load of piffle about the family business and what your brand stands for.

Take it from me, no one is the slightest bit interested in any of that. Those are *features*. People don't buy features.

They want *benefits*. And they want *value*. And genuine *exclusivity* adds another plus, too...

And ALL of those, are delivered best, through a strong offer.

An offer is *extra*. Something over and above the standard features of your company. It is a *bonus*.

It says, "*if you do this, I'll give you that.*"

Or, "*if you respond by this date, I'll not only give you that, but I'll also give you this, as well.*"

An offer is something special.

'Only you. Only from us.'

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Making offers *exclusive*, increases response. We've known that for centuries. Well, some of us have, anyway...

Coming up with the correct offer, for the right people, at the right time, should not be difficult. But, judging from what I see every day, it is seemingly beyond a lot of companies today.

Don't be like these losers. Focus on what you do better or different than your competitors and shout it from the rooftops. And deliver it with an offer - the strongest you can make. Don't penny-pinch.

To get an offer to work, you first need to know why people buy. There are only two reasons:

Solutions to problems and good feelings.

Every purchasing decision falls into one of those two buckets, or variables of them.

So, I'll ask you this. Did the recipients of your last promotion feel that by responding to it, you would be solving a problem for them, or making them feel good? If they didn't feel either of those things, now you know the real reason why you got those very disappointing results.

I've been writing offer-led promotions for companies in pretty much every market sector - and in 3 continents - for nearly 40 years. I *know* how it's done.

I'd like to think that perhaps, it's why I'm still in demand. Smart people recognise that harnessing valuable knowledge and experience will give them an advantage. And that knowledge and experience is not expensive. Far from it.

I don't run a big agency anymore, with large overheads. So, my costs are much lower. This means my clients pay less. Anyway, as this note is about offers, here is my special one to you.

I will review any piece of copy you send me during the next three months and provide you with a detailed FREE critique. What's more, if you want me to write new copy for you, I will give you this solid guarantee. If you don't feel my copy is an improvement on your previous work, then you will not pay a penny. No invoice will even be raised.

It's a very clear and attractive offer. If I don't deliver, you don't pay. How can you lose, with an offer like that? If you'd like me to help you with your copy challenges - or any part of your marketing - I'm easy to contact. Just respond to this email or call me on the number below.

If anything you've read here strikes a chord...
I'd be delighted to hear from you.

→ GET IN TOUCH