

# **Advertising for Results**

By G.F. Brown

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For my wife.

“It is the dry and irksome labor of organizing precincts and getting out the voters that determines elections.”

Abraham Lincoln

### **Acknowledgments**

Thanking everyone would almost be a book in itself. It would fill lots of pages, and many excellent people would still be missed.

If you have a question about who should be thanked for what, please e-mail [gf\\_brown@yahoo.com](mailto:gf_brown@yahoo.com). You'll receive a response, and – depending on the circumstances – the answer will probably be posted on the book's Website: <http://www.geocities.com/ad4results>. The Website is a timely source of information about *Advertising for Results*.

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**Introduction**

Since introductions are full of unimportant details, this one was ditched. We're going to jump right into this step-by-step guide to creating effective ads, because you need to get big results fast. Let's go.



## **Chapter 1. Gathering**

### **The blank screen**

You have an advertising assignment of some sort. If you're sitting with a blank computer screen and struggling about what to do, stop. There's a better way.

To start with, forget that daunting assignment for a while. Instead, gather facts that will interest and inform your audience. And hey, take it easy. This gathering process won't stress you at all. Rather than grappling for the right words, you can turn the radio on, muse about good things, and – oh, yeah – collect information.

Best of all, fact-finding is the right thing to do at this stage. Ultimately, delivering advantages to the audience will produce more than pulling everything out of your head...or somewhere else.

FYI: Gathering is seen as a low-level chore, but that's not true. Getting the nitty-gritty...

- Makes you knowledgeable, and this is essential to success
- Could give you the right strategy, appeal, idea – everything

### **The makings of a wonder worker**

You're probably told to generate stunning results on a small budget. And do it instantly.

It's tempting to quit before you start. You think, "Nobody else has been able to advertise this product right. And now they want me to pull off a miracle in two months!"

On the contrary: You *can* put everything on the right course. You *can* deliver solid advertising that pulls in more responses, builds the image, and does more over the long term. But there are few miracles in the process. You have to mastermind and follow a creative advertising program that changes with necessity.

### **Where you are gathering from**

In the dream world, you have researchers giving you jaw-dropping data about whatever you want. Needless to say, you can forget that. In the real world, it's you, a pile of old product literature, some Websites, and a five-day deadline. But that's fine. You're a resourceful person, so you'll rapidly uncover useful points that will help you create spellbinding ads.

### **Look through past company materials**

This is the pile just mentioned, and it's a tiptop source for product specifics. Cut and paste like crazy. Place "features" into one group, "specifications" into another, "company background" into yet another, etc. Put together similar items, and if that group gets large, it will be worth considering. You'll think of a category name for it.

In short, you tear apart the old, examine it, and reconstruct it the right way.

*Notable:* There are content experts in your organization. Don't ask them to tell you everything you need, because they are too busy and valuable for that. Rather, ask them if they have any documentation you can read. They will say, "Sure!" and pile you up.

### **History of past campaigns**

Your company's previous marketing campaigns will help you a lot. Dig into the files of every significant marketing effort that took place within the last couple of years. Also, talk with those who were there. You can even contact former employees, because everyone remembers how well a campaign performed. They will be happy to help you, and they can lead you through the minefields.

When you look at an old campaign, you're interested in the main points. For examples: Who was getting it? What was the message? What was the outcome? Campaigns rise or fall for profound reasons, not small ones.

### **What are you looking for?**

You want anything interesting. This includes stuff that is relevant to the...

- Product's
  - Value
  - Features
  - Benefits
  
- Market's
  - Needs
  - Characteristics

### **Keep theorizing as you go**

Don't reserve your judgment until the end of the collecting process. Keep thinking about what ad to create (this is what you're ultimately doing, by the way) as you sift through the piles of everythings. Modify your assessments as you learn more.

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