

Welcome to issue one of the AdBriefing email newsletter, the first in a series of our customer Newsletters designed for those who have a very real interest in producing good advertising.

We are sending it to you because you either bought [Word Power 3](#), have shown an interest by downloading a preview of Word Power 3, or you've signed up on the [AdBriefing.com](#) website.

However you got here, please be aware that we have no wish to send unwanted material to you and if you would prefer to be removed from our list please click here and hit "send" and you will never hear from us again. Unless of course, you ask to be re-instated.

On the other hand, if you want to receive our regular supply of free tips, hints and advice on writing great sales copy then we welcome you to AdBriefing.

In March we'll also be telling you about the launch of the AdBriefing website where you can pop along to read an assortment of interesting articles or recharge your batteries with inspiration.

Ok, let's get on with it.

What's in it for me?

Many well-meaning writers on the subject of copywriting are happy to tell you that the headline is the single most important element of any ad, brochure, website and so on.

Which, of course, it is.

They also tell you that the headline must be so cleverly framed as to practically force the reader into the compass of the body copy.

Which, again, it should.

But it is right there that the commonsense comes to a stop. Because they then go on to offer you a formula of some kind along the lines of: **'Ten Ways To Write Killer Headlines'**, or **'Eight Sure-Fire Methods For Creating Copy Impact'**. Some even go so far as to say something like: **'If You Can Write A Headline Like This, You'll Be A Cash Millionaire This Time next**

Week.'

The latter is usually accompanied by a sample headline that, take my word for it, would get most ad agency trainees fired on the spot.

Let's clear the decks. There are no formulae, no quick tricks, no lazy ways to produce a good headline. A good, selling headline depends for its success on just one simple ingredient - a statement of benefit. Meaning a benefit inherent in the product or service that the consumer will reap if he goes out and buys it.

Every product or service has a benefit. If it hasn't, why is it being produced? Thus, the best headlines, those that move product, say to the reader: **'Buy this product and get this benefit.'**

Simple, isn't it?

Quote of the Month

'If we did all the things we are capable of doing, we would literally astonish ourselves.'
Thomas Edison.

Cuff Note 1:

A lot of website writers, not to mention a lot of e-zine, newsletter and brochure writers, seem compelled to talk about themselves. They talk about their business, when it was founded, why it was founded and who by. Not content with this, they tell us all about their employees - one by one; about the size and location of their offices or plant; and about the lengths they go to in order to satisfy their customers.

A little of this sort of thing goes a long way,

but a lot of it goes right over people's heads. And they lose more customers than they gain with such naval-gazing.

The simple truth is that nobody gives a damn about other people's achievements. All most of us are interested in are our own achievements. Good enough reason, then, when writing your next website, to talk more about your potential customers and what you can do for them, than about yourself. Six-to-four, you'll get a bigger response.

Cuff Note 2:

Writing body copy is not as difficult as some people believe. But I am often amazed how some writers seem unable to begin their copy as a logical progression from the headline.

Let me explain. They have a perfectly good headline which defines a customer benefit, but the first line of their body copy talks about something else entirely.

This is crazy.

The opening paragraph to an ad, brochure, website, whatever, should be a reinforcement of the headline. Thus, if the headline says something like: **Now You Can Have Twice The XYZ Output For Half The Normal Cost**, then the first line of body copy should pick up the theme along the lines of: **It's true. Our new XYZ can not only double your production rates, but also cut your manufacturing costs in half. Here's how.**

So, when writing opening copy, don't go off at tangents. Keep your eye firmly on the benefit ball and re-work the headline message. Like this, you leave nobody in any doubt.

You can find out more about these and other interesting topics in our e-book, [Word Power III](#). Find out more and download it from here.

If you have been, thanks for reading this far.

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