



Key Points that should be included in advertising copy:

Motivating Benefit (functional desire): the reason we buy the product; I buy a car to get from Point A to Point B.

Discriminating Benefit(value added): the reason we choose one supplier over another; I buy from Dealer A because Dealer A provides better after-sale service.

Motivating Desire: why I do what I do and think what I think. There are 16 motivating desires. I buy a Jaguar because I'm having mid-life crises (the motivating desire being, perhaps, independence, or status, or vengeance, or power; (see my workbook What's Your Phrase that Pays?, Pg. 55 & 115).

Benefit versus Overt Benefit: a benefit is a reason to buy that may be offered by many suppliers. For example, many pizza restaurants deliver. Domino's Pizza became the second largest pizza business in the world by escalating *delivery* into the Overt Benefit: *delivered in thirty minutes or less, guaranteed, or it's free.* (Motivating Benefit-delivery; Discriminating Benefit-delivery in 30 minutes or less; Motivating Desire-eating).

Real Reason to Believe: why should I believe what you're telling me is true?

- 1) Why should I buy from you?
- 2) Why should I believe you?
- 3) Why should I buy from you today?

Call to action: *Offer and reasons consumers should buy from you today*

Action to be taken: tell the consumer what to do and how to do it.

Accountable Marketing

573-808-2349 mark@accountablemarketing.com www.accountablemarketing.com