

## My Recent Revelation

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In the last Success Marketing Strategy I mentioned that I recently had a revelation. I noticed a commonality in the backgrounds of most of the most successful doctors. This commonality is quite interesting and instructive.

That commonality in their background started me thinking. I went looking for that same commonality in two other important fields - the best direct mail and advertising copywriters I know or know of and the most successful entrepreneurs I know or know of.

I found the same commonality present. Guess what it is? It is a background in selling, most commonly in door-to-door in home selling of encyclopedias, pots and pans, vacuum cleaners, or insurance. In that environment these people learned what to say and how to say it to sell. Today unconsciously in most cases they are still relying on that ability in their more prestigious, sophisticated careers.

If you'll take another look at many ads that I have written as well as other top copywriters have written you'll notice that many of them are written conversationally as if the writer was actually talking to you as if the person was selling you face-to-face on trying the restaurant.

They are not written in dull, conventional, proper, third person advertising ease.

The great mail order pro Joe Carbo built a fortune around this simple idea. Write your ad as if you were writing a letter to a buddy letting him know about something great you've just discovered. Don't write an ad like an ad. Would Saks do it this way? Probably not but you should.

There's one more thing I'd like to talk about that is often present in successful ads. It is that the advertiser will have the courage to give something away to attract new customers. I say courage because most business people are too stuffy, too cheap and too scared to gamble on being able to get the customer back a second time.

However, there's nothing like a free gift offer to attract attention, to create interest, to entice someone to give your product or service a try. In Murray Raphael's, 'Would Saks Do It,' book he tells of creating a restaurant business by giving away no strings attached free lunch. Yes it sure would cost a lot of money for a restaurant to give away a thousand free lunches in a week. Maybe four or five thousand dollars but if that free lunch is really, really good and hundreds of those people convert to regular customers I can assure you that the customer acquisition cost is much lower with that method than through most other advertising approaches. Any business could steal this idea. Darn few ever will. No guts, no glory.

In your next Success Marketing Strategy I'm going to tell you about one business that did have the courage to steal this idea and the result that occurred.