



DIRECT FORUM

JULY 2022

VOLUME 18 ISSUE 7

Direct Forum is a free email newsletter containing useful direct marketing tips, news updates and how-to information. It's convenient, informative and I am not trying to sell you anything!

1. Dos and don'ts of copy and design that worked with amazing results and why.

2. Video of the month: Toxic Influence.

Dos and don'ts of copy and design that worked with amazing results and why.

Nick Horne, creative director at True Digital said, "The value of creativity has always been about investment. Creativity is the ultimate embodiment of ROI. Creativity should be the multiplier of value, how we unlock untapped potential value. Anyone can go to Fiverr or pick up the copy themselves but it shouldn't be about what you can get it for, but what it can do for you."

So, the question is: what is good copy or design?

CONTINUES ...

Here are eight examples of creative copy and design that work.

EXAMPLE 1: The iPod revolutionized how we listen to music when it launched back in 2001—and the way it was advertised was amazing!

Why? Because it answered the critical question that the consumer has, which is: **WHAT'S IN IT FOR ME?**

Remember, emotion not logic sells.

DON'T 

Introducing a revolutionary portable musical device.



DO 

A thousand songs, in your pocket.



CONTINUES ...

The release of the first iPod in October of 2001 was a huge milestone for Apple, and for quite a few people, especially a younger crowd. Earlier that year, Apple had released iTunes, and now with an iPod at their disposal, people could manage their entire music library and take it with them all the time.

This was their first TV spot.

Video link:

https://youtu.be/mE_bDNaYAr8

Subsequent commercials even dropped that line and just focused on the target audience.

Video link:

<https://youtu.be/DjFgMyDtKSU>

EXAMPLE 2: FINDING THE RIGHT VOICE.

DON'T

Don't use a passive voice. It is not only indirect but it's also awkward.

For example: Passive voice: On April 19, 1775, arms were seized by British soldiers at Concord, precipitating the American Revolution.

DO

Do use an active voice. It is simple and straightforward.

For example: Active voice: On April 19, 1775, British soldiers seized arms at Concord, precipitating the American Revolution.

EXAMPLE 3: BEING SPECIFIC.

DON'T


Don't write copy that says:

Join an ever-growing community of people that helps the homeless every month.

DO


Write copy that says:

Join 2,000 donors to help ease homelessness every month.

EXAMPLE 4: MAKING IT PERSONAL.

The word 'YOU' is Glue.

DON'T


Don't write copy that says:

One way we can make sure we get donations is by asking you for monthly gifts. This way, Unity Farm Sanctuary can rely on steady funding and really focus on our needs.

Will you become a donor today and show us we matter?

DO


Write copy that says:

When **you** donate **you** bring fresh, clean water to those who don't have access to it. **Your** \$20 gift helps families to no longer haul pails of water multiple times a day, it also helps avoid contaminated disease-causing viruses and bacteria. **You'll** be giving them fresh, healthy water that hydrates and nourishes their bodies.

CONTINUES ...

EXAMPLE 5: READER'S SCAN THEY DON'T READ.

Include more periods and shorter sentences, fewer commas.

DON'T

Commas mean long, painful sentences, like this one:

Before your brain reads anything your eyes first scan it. Your eyes then signal to the brain and either it says "Hey, this looks interesting" or it says, "Don't go there Comrade, because when your eyes see a lot of words that turn into one mega-long paragraph, it's an immediate turn off, and your eyes say, "Stay away, stay away." And your brain replies, "Roger that." And so, no matter how good the copy, it just won't get read.

DO

We all scan!

You see, we all scan before we commit to reading any copy.

So, keep it simple.

Add subheads. Write short sentences. This will suck them in.

EXAMPLE 6: YOUR OPENING SENTENCE IS CRUCIAL.

If people are not captivated by it, what are the chances they will read the rest?

DON'T

Don't write copy that says:

We seem to focus on nearly every other part of our body, and yet neglect the one crucial area that we value most, our face. Our exercise plan will help you firm up this part of your body in just five minutes every day.

DO

Write copy that says:

Your face has 43 muscles!
Don't neglect them.

Just 5 minutes per day with our exercise plan will do wonders.

EXAMPLE 7: DON'T EXAGGERATE.

An honest line always works best.

DON'T

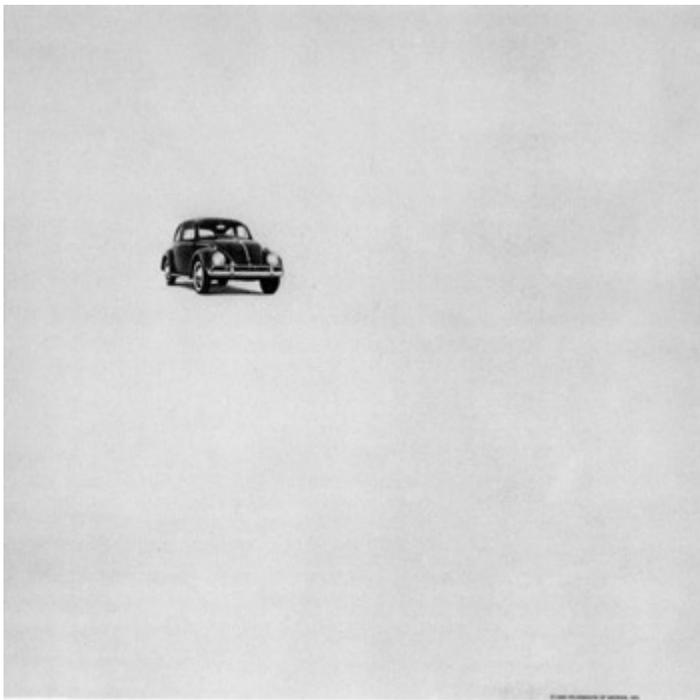


THINK BIG? NO Way.

DO



BE HONEST

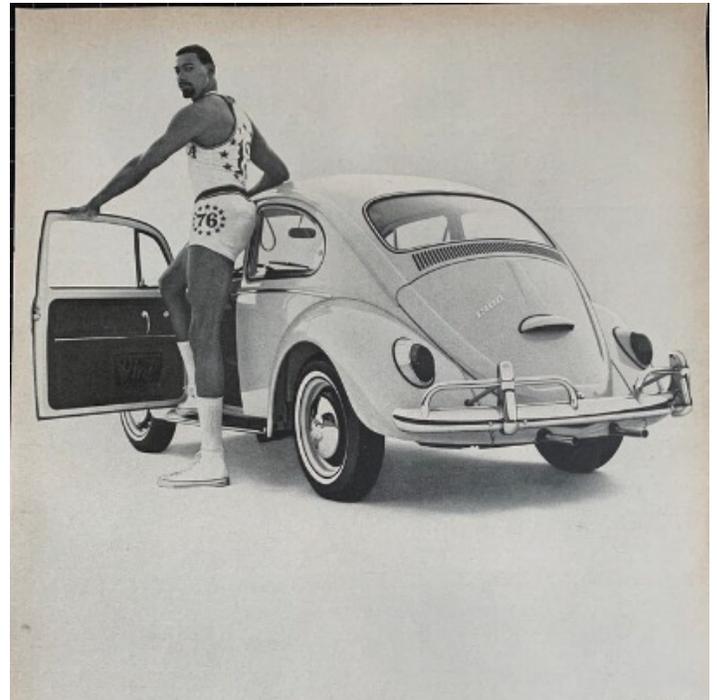


Think small.

Our little car isn't so much of a novelty any more. A couple of dozen college kids don't try to squeeze inside it. The guy at the gas station doesn't ask where the gas goes. Nobody even stores at our shops. In fact, some people who drive our little

Beaver don't even think 22 miles to the gas-
tan is going any great guns.
Or using five pints of oil instead of five
quarts.
Or never reading anti-freeze.
Or racking up 40,000 miles on a set of
tires.
That's because once you get used to

some of our economies, you don't even
think about them any more.
Except when you squeeze into a small
parking spot. Or renew your small insur-
ance. Or pay a small repair bill.
Or trade in your old VW for a
new one.
Think it over.



They said it couldn't be done. It couldn't.

We tried. Lord knows we tried. But no amount of shouting or taking could squeeze the Philadelphia 76ers' Will Clamberline into the front seat of a Volkswagen. So if you're 7'1" tall like Will, our car is not for you. But maybe you're a mere 6'7". In that case, you'd be small enough to appreciate what a big thing we've made

of the Volkswagen. There's more headroom than you'd expect. Over 37½" from seat to roof! And there's more legroom in front than you'd get in a limousine. Because the engine's hunched over the rear wheels where it's out of the way, and where it can give the most traction. You can put 2 medium-sized suitcases up

front where the engine isn't, and 3 fair-sized kids in the back seat. And you can sleep an enormous infant in back of the back seat. Actually, there's only one part of a VW that you can't get much into: the gas tank. But you can get about 29 miles per gallon out of it.



EXAMPLE 8: EVERY LINE OF COPY SHOULD LEAD TO THE NEXT.

Watch this video and you'll understand why storytelling works.

Video link:

<https://youtu.be/eXL2YukS6Sc>

Now, if you got something out of this article, then pass it on to a friend. I rely on you to grow my own search traffic and newsletter membership.

Thank you.

Video of the month: Toxic Influence.



This video with ‘Toxic Influence’ features various mother-daughter duos engaging in conversations around the beauty advice that is prevalent on apps such as Instagram.

As the video continues, the producers ask the young women to start scrolling on their phones and the message ‘most parents underestimate how harmful toxic beauty advice can be on social media’ pops up on the screen.

Taking a darker turn, the video then states that using face-mapping

technology Dove has quite literally put the toxic advice of some influencers into the mouths of the mothers.

Viewers can see that it is harrowing and emotional for the mothers to watch, but sadly not so shocking for the young girls as they all admit it is advice that they see online all the time.

Here’s a link to the video:

<https://youtu.be/sF3iRZtkyAQ>

CONTINUES ...

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