

Slide 1: Questions? Contact the presenter Andru Grimm at andru@emswcd.org



INTRODUCE YOURSELF

In this evening session we'll be dissecting your existing materials to find ways to improve them, minimize production cost, and find ways to re-use their valuable content. Be sure to bring an ad or brochure that your district uses often.

Slide 2



Slide 3



“Good” is a *very* subjective term so let’s be more focused. What makes an ad effective? There are a few criteria that almost always apply.



A strong headline that commands attention and engages readers

Catch the readers eye and make them open the mailer or read the ad.

The content at the entry point can make or break your ad. It should:

1. Command attention
2. Pique reader's interest or satisfy a want or need
3. "Sell" the reader on continuing to read the rest of the ad

Humor can be a very useful tool, but I caution you not to be aware of your constituent base's sense of humor and use it in modest doses.

Over 90% of the ads that received our highest response rate in my old firm's studies had content at the entry point that did these three things

2

Arresting, eye-captivating illustrations or photographs

Remember, people do not read they scan at best. Your photos are your "Plan B" to get readers to read the rest of your ad.

This can also be an opportunity to build a relationship with the reader for certain topics. Not all mediums can utilize photographs or at least not consistently – email is a great example.

3

A laser sharp focus

Be willing to ignore most readers.

Stick to your goal for the ad and speak only to that target audience that needs those services.

This can be a very difficult pill to swallow, but by focusing in on the most important outcome from this ad, we will speak to those most willing to respond. For example: Heavy Use Areas Workshop vs Keeping Your Horses Healthy or Reducing Your Vet Bills

4

One or more unique advantages to the consumer

Why is this better than conventional methods?

Why is your help better than going it alone?

*Hint: Cost savings are going to be our number one
advantage in our current economic climate.*

Cost savings are going to be our number one advantage in our current economic climate. As consumers, we loathe to spend money on the things we need and love to spend money on the things we want. Another tried and true them: keeping your family or kids healthy.



5

Relevant copy that covers less
than 50% of the ad space

Give their eyes a break!

No technical jargon!

Eyes need to rest –particularly on busy medium like websites and newspapers, and blank space can draw attention to your message.

6

A professional, clutter-free layout

Remember, we are judged by our appearance.

Fewer distractions helps readers remember the most important things.

This goes hand in hand with 3. a laser sharp focus

7

A distinct call to action

Let them act now!

ONWARD OREGON

STRENGTHEN YOUR LOCAL SCHOOLS

Ask your state legislators to invest in the Oregon New Teacher & Principal Mentor Program to improve our education system.

Good teachers are the key to a great education, and every child in Oregon deserves a shot at greatness.

To build a strong future economy, we've got to invest in our public schools. Oregon has found a proven track to good teaching and better students: **Teacher Mentoring.**

This school year, nearly 1,000 of Oregon's new teachers are learning best practices from trained, tested veteran teachers. It makes better teachers and successful students. We can do more.

Let us your legislators to invest in mentoring and make more great teachers.

Children with the greatest learning challenges are most likely to be taught by new teachers with inadequate support. With effective mentorship, students in new teachers' classrooms improve as much as students with veteran teachers.

In tough budgetary times, we can only afford the programs that work. Exceeding teacher quality is one of the lowest-cost, highest-return investments we can make.

Let your legislators know that during tough times, it's still that our children have great teachers.

Ask them to ensure funding for the Oregon New Teachers & Principal Mentor Program.

Take Action: www.onwardoregon.org/mentoring

To learn more about mentoring, visit the program website:
<http://www.onwardoregon.org/mentoring>

Thank you!
The Team at Onward Oregon
www.onwardoregon.org

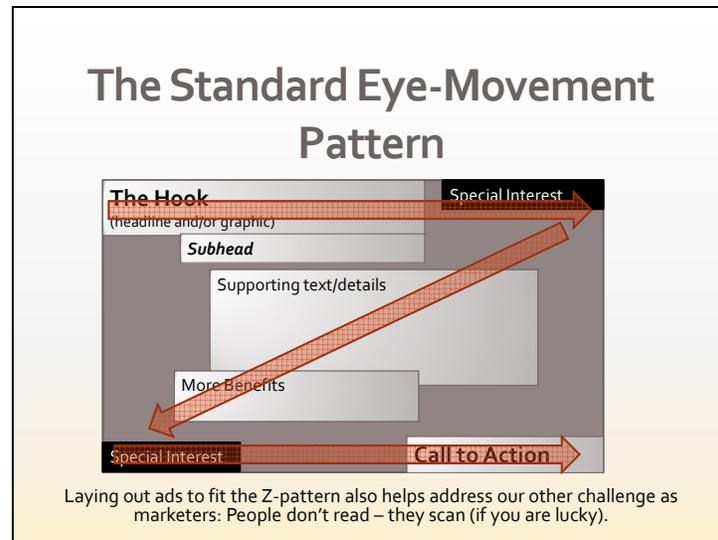


Register for this workshop, install a rain garden, call us for a free site visit. Onward Oregon writes incredibly good “call to action” emails.

Slide 11



This is the only item I'm going to dive into with any detail today because I think it is the most important AND the easiest to understand and implement. It is also a great template to start creating or re-creating your ads.

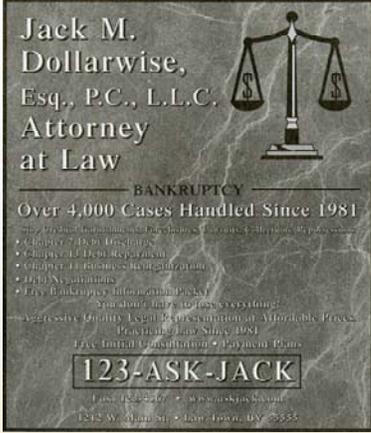


For materials like newspaper ads, directory ads, and flyers readers nearly always look at the upper-left corner of an advertisement. As children, when we were taught to read, we were taught to begin in the upper-left corner. Our eyes then travel horizontally across the ad to the upper-right corner and then slow or stop momentarily before changing directions. The eyes then move diagonally toward the lower left corner, before tracking horizontally to the lower right corner of the ad, the exit point. This creates a Z pattern. When readers reach the exit point, they either take action or move on.

Slide 13



LAWYER AD DISCLAIMER



Jack M. Dollarwise, Esq., P.C., L.L.C. Attorney at Law

BANKRUPTCY
Over 4,000 Cases Handled Since 1981

- Chapter 7, 11, 13 Discharges
- Chapter 11 Debt Reorganization
- Chapter 13 Debt Reorganization
- Debt Negotiations
- Free Bankruptcy Information Packet

You don't have to face everything...
...excesses, Monthly Level Payments on Affordable Plans.
Free Bankruptcy Since 1981
Free Initial Consultation • Payment Plans

123-ASK-JACK

Phone: 203-247-7777 • www.askjack.com
1242 W. Main St. • Danbury, CT 06810

1. A strong headline that commands attention and engages readers
2. Arresting, eye-captivating illustrations or photographs
3. A laser sharp focus; a willingness to ignore most readers
4. One or more unique advantages to the consumer
5. Relevant copy that covers less than 50% of the ad space
6. A professional, clutter-free layout
7. A distinct call to action

This is a real ad with the identifying information replaced. I wanted to use this ad because even though it is for a lawyer, it has many of the same qualities of ads and other materials I've seen districts using.

- **HEADLINE:** This ad has no headline; it has the name of the lawyer.
- **IMAGERY:** The scales... they take up space. It's also ironic – bankruptcy is about excess liabilities, not equal measures. The marble texture is distracting and makes the ad hard to read.
- **FOCUS:** Other than EVERYBODY looking for a lawyer, this ad doesn't speak to anyone in particular.
- **ADVANTAGES:** This ad states that he has handled over 4,000 cases since 1981. Is that a good statistic? Bad? No clear advantage to the reader.
- **50%:** Though only half of this ad is filled with text, it's all technical terms. Most readers won't know what these terms mean – they know they need help. The overall tone is scary, not helpful.
- **CLUTTER:** Even though I wouldn't consider this ad attractive, it is clutter free. It is however difficult to read and lacks flow.
- **CALL:** At least he got the vanity phone number right. If he had gotten a few more of the 7 elements of a good ad right he might have had a good ad.

Now let's look at another bankruptcy ad – let's pretend this one is for Mr. Dollarwise too.

Bankruptcy...

Are you being hassled by telephone calls from rude creditors? Is somebody threatening to garnish your wages? Is somebody trying to repossess or foreclose on your property?

Would you like to sleep at night again?

Relief.

A *fresh start* may be the solution to your problems.

Bankruptcy, debt-consolidation, and reorganization are but a few of the many ways you can get a fresh start. And, I will help you every step along the way.

We Promise:

- Thorough review of all your financial matters
- Unhurried explanation of your options
- Fully customized solutions
- Flexible payment plans

Free Seminar
Attended and free just \$100 seminar every Monday night at 7:30 PM.
Call to book the seminar and reservations.

Jones & Harris
Bankruptcy Solutions

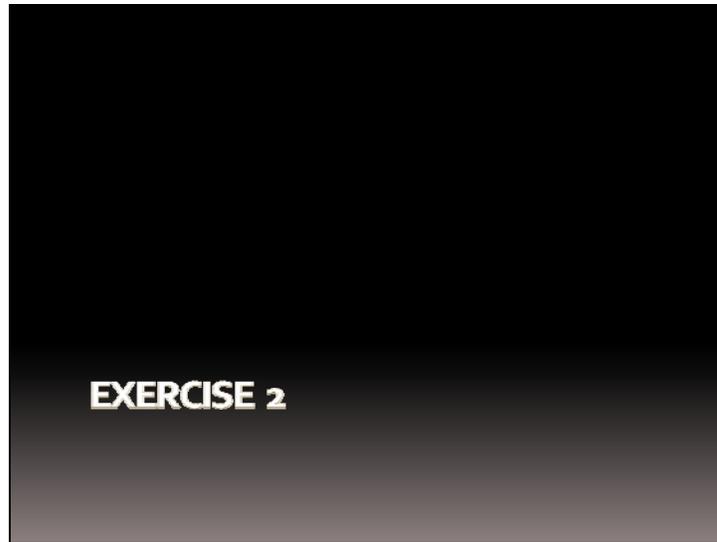
To review your case with us, please call
123-4567
1212 West Main Street • Lawtown

Cost Free, Obligation Free Initial Consultation
Yes, we welcome your call and will answer your questions on the phone.

1. A strong headline that commands attention and engages readers
2. Arresting, eye-captivating illustrations or photographs
3. A laser sharp focus; a willingness to ignore most readers
4. One or more unique advantages to the consumer
5. Relevant copy that covers less than 50% of the ad space
6. A professional, clutter-free layout
7. A distinct call to action

Now let's look at another bankruptcy ad – let's pretend this one is for Mr. Dollarwise too.

- **HEADLINE:** Not the textbook perfect headline but it works (in a lot of states too). Relief takes the stage.
- **IMAGERY:** None – remember you don't have to have every element to have an effective advertising piece. The implied imagery here is bankruptcy bad, relief good.
- **FOCUS:** This ad is targeting folks that aren't concerned about the lowest price – there is plenty of those to go around – it's offering help for complex situations. The tone is friendly and comforting.
- **ADVANTAGES:** They are offering their services in layman's terms – not lawyer terms.
- **50%:** On the heavy end of 50% but it is still pretty good.
- **CLUTTER:** I wouldn't call this ad attractive either but it is well organized and follows the Z pattern.
- **CALL:** The phone number is probably sufficient for this ad as a call to action, however this one could do a little better in this department.



Ground rules: I know we all know how to give good feedback, but I just want to remind us all of a couple things before we get started.

It takes guts to show your work for the purpose of group critique. Thank our contributors!
Please use "I" statements, avoid the "you should haves"

1. A strong headline that commands attention and engages readers
2. Arresting, eye-captivating illustrations or photographs
3. A laser sharp focus; a willingness to ignore most readers
4. One or more unique advantages to the consumer
5. Relevant copy that covers less than 50% of the ad space
6. A professional, clutter-free layout
7. A distinct call to action

Now let's look at another bankruptcy ad – let's pretend this one is for Mr. Dollarwise too.

- **HEADLINE:** Not the textbook perfect headline but it works (in a lot of states too). Relief takes the stage.
- **IMAGERY:** None – remember you don't have to have every element to have an effective advertising piece. The implied imagery here is bankruptcy bad, relief good.
- **FOCUS:** This ad is targeting folks that aren't concerned about the lowest price – there is plenty of those to go around – it's offering help for complex situations. The tone is friendly and comforting.
- **ADVANTAGES:** They are offering their services in layman's terms – not lawyer terms.
- **50%:** On the heavy end of 50% but it is still pretty good.
- **CLUTTER:** I wouldn't call this ad attractive either but it is well organized and follows the Z pattern.
- **CALL:** The phone number is probably sufficient for this ad as a call to action, however this one could do a little better in this department.