

The Secrets of Advertising Psychology That Make Selling Simple

Interview with Drew Eric Whitman, author of *Cashvertising*

Tom: **A lot of times I run into people who aren't a big fan of direct response because they think it's a little "hypey." That obviously works and, you know, I think the public has seen that it works well, especially with the passing of Billy Mays and how much he was able to sell. That's coming to light now.**

What are your thoughts as far direct response in ads and getting people to take action on something, instead of just pitching your product and trying to get that sale immediately, that kind of stuff?

Drew: It all comes down to a few things. I mean what do you want? Do you want exactly the namesake direct response? Do you want people to respond directly to your ad in some way or another, or you simply looking to build image, image advertising and what's also called institutional advertising?

You just want to build the name. You really don't care if they respond. You don't care if people are putting money on your pocket directly. You know, you hope maybe years down the road, you'll build a good enough image that people will one day respond to your ads and start spending money or like most businesses, you want response now. You want immediate response.

Now, direct response doesn't necessarily mean hype; it's just a vehicle. It simply means advertising that's created to produce immediate measurable results. So, the way in which you go about doing it doesn't even make it direct response or not direct response. We have some pretty low-key stuff that's pretty strong on the action side.

In other words, leading someone to take the next step doesn't have to contain hype. They can have awfully strong emotional and logical arguments that lead people to take this next step. It doesn't have to "hypey" with a million exclamation points and to use bold letters and, you know, giant 72-point type.

It doesn't have to be that at all. I mean if you look online now, you'll see that a lot of online marketers will have the sales pages with real long copy, which I have always been a great advocate of with all the testing back decades and decades and decades. It shows a long copy does outsell similar quality, short copy and they're really going in the right direction.

But this might lead somebody to think that by looking at all these online, real strong, you know. Some of them are way over the top online long sales copy letters that this may be an example of what all direct response is.

That's not necessarily the case. Direct response, the bottom line, it's advertising that seeks immediate measurable results causing a direct response. You either get somebody to pick up the phone to go to your web site to hopefully, whip out their credit card and spend money with you.

Tom: **So, some of that stuff I think, taking those steps and encourage people to take those steps are forgotten in ads. It's in the back of your book. You said barely one in 100 business people know these facts about creating powerful advertising and you went through several different things.**

Drew: Yeah.

Tom: **Like 60% of people read only headlines and captions and photos get 20% greater readership than headlines.**

Drew: Two hundred percent, 200%.

Tom: **It's precisely 200%.**

Drew: Yeah.

Tom: **Why don't business people know these things? What are your thoughts why they don't?**

Drew: Yeah.

Tom: **And then I guess that goes into why does most advertising not work?**

Drew:

Those are great, great questions and I'll give a very simple answer. Well, let's say that you dream all of your life to open up a pizza shop, for example. It doesn't mean...it could be anything at all. It doesn't matter what it is, a small café, a dry cleaning business, an auto shop, it doesn't matter what it is.

Let's just, and take for example, you've always wanted to open up a pizza shop. Well, what are you going to do? You're going to start, you're going to find out all about making pizza unless that, you know, you grew up in a pizza shop or you worked at a pizza shop as a kid or your family, you know, kind of raised you in the business.

You're going to learn about the what kind of flour to buy, you know, that buffalo milk mozzarella is the best kind of mozzarella cheese and you should cut in chunks instead of shredding it because it's, you know, less water on the pizza and, you know, you want to use a super high oven temperature in cooking it.

In other words, you're totally immersed yourself in how to create excellent pizza. So, that's what's number one in your mind.

And then you have planning your location and then you have building your menu and pricing all your ingredients and finding your vendors and what not and so forth.

So these people are incredibly, no matter what the profession, incredibly immersed in what they do and in what they do they do well. That's what they're focused on.

Now, unfortunately, just because you could build a great pizza or just because you could repair, you know, a car, or just because you could build houses doesn't mean you know how to effectively promote this service.

So, these people, good business people, well intentioned business people, they know their business but they don't know a whole separate field, which is advertising. That's what it is. It's a whole separate study.

So, they're busy doing what they do best: making the pizzas, building the houses, fixing their cars, running their online businesses.

So, while they're doing that, they don't make a study of this whole separate field. But that's what it is really. They're immersed in what they're doing.

Now, coming back to your question. Why don't most ads work? Most ads don't work because most people, in these particular businesses, don't study what makes advertising work!

You know, when you think about it, advertising has been around for a heck of a long time, you know, probably since the first inscriptions on cave walls. But since the 30s, starting at about the 1930, it really became a science. Social psychologists and consumer psychologists started becoming a burgeoning profession.

They learned a lot of things since the beginning of what works and what doesn't work and they've codified it and they've developed formulas and techniques. Now, they don't work all the time but the preponderance of times these things have shown time and time and time again they do work.

Now, if you could learn these things such as like taking up a book, my book or any other of the great books on the subject, put together by people who've spent years and years, decades, in my case 25 over 25 years in advertising, and you read this book in a couple short days, it would sure make sense to do that.

And then you'd have the technique so you could start putting in your ads and starting to see the resulting change and the positive effects they would have.

So, the bottom line of your question is you just have to learn the technique. You have to make a study of what works. It's not just, "Hey, I think I'll tell people about it." How do you tell people about it? What words do you use?

If you find out there are, for example, as an example my book, Ca\$hvertising, the subheading is "How to use the 100 secrets of ad agency psychology."

So, this book contains over 100 secrets. So, if you know there are this many things that have been shown to work through and using the budget, multimillion budgets of corporation after corporation after

corporation, would you do that in your own advertising? Obviously. That's the bottom line. They don't learn it and therefore, they don't utilize it.

Tom: **I forgot if it was in your book or if it was in that interview I heard you do with Joe Nunziata where--**

Drew: Yeah.

Tom: **--you had mentioned that sometimes people will challenge you on the, "Well, why does that work?" I remember you saying or I read it that, "Well, who cares why it works? We just know from testing and, you know, so many years that it's going to work." So, it's one of those things where I think that people just got to understand that plenty of people have been advertising for a long time and you just need to find out what those tips and tricks are, and your book is one way to do that.**

Drew: Yeah, and dozens of other great books on the topic. And also, it depends on what you're interested in. Like I said in the interview with Joe, it depends on whether you're interested in studying the roots or taking the fruit. That's fascinating. You're interested in advertising psychology, consumer psychology. You may want to, you know, dig a little deeper. "Why are these things working?" Well, OK, that's fine do that but in the meantime use the techniques.

Tom: **Well, I think it gets into our next question related to the technique where you talked about the "Life Force 8" right at the beginning of your book. Can you go into the detail on what those are and why they are so important?**

Drew: Yeah, sure. Well the "Life Force 8" is basically it's eight biologically programmed desires that we and all human beings have. I'll just jump right into:

Number one: survival, the enjoyment of life, and life extension. We want to live. We do what we can to protect our life. We want to enjoy our life. We want to live as long as we possibly can, OK?

Number two, enjoyment of food and beverages.

Number three, freedom from pain, fear and danger.

Number four, sexual companionship.

Five, comfortable living conditions.

Six, to be superior, winning and keeping up with the Jones's.

Number seven, care and protection of our loved ones.

And number eight, social approval.

Now, the reason I call these the Life Force 8 because these are the things that drive us. These are the things that are, what I call hard wired, in each of us. We all want these things.

I mean how many people could actually argue whether or not you want this to survive, sexual companionship, to be comfortable. Of course they are. They're ingrained in us.

So, when you create any kind of advertising appeal, it's based on any of these Life Force 8. You're actually tapping into the power of Mother Nature herself. You're tapping into the essence of what makes human beings tick because you can't escape your desire for any of these things. We're all both born with them and actually, they will be with us until the day we die.

For example, can any of us really suppress our will to survive? That's very difficult. Yes, for some people who commit suicide, imagine what they must go through in order to suppress that will. It's Life Force 8 number one, survival. Can any of us really shake our desire to eat? Come on, I mean sure know I can't.

Tom: **Definitely no.**

Drew: Yeah, that's Life Force 8 number two, enjoyment of food and beverages and also survival.

How many of us for example can suppress our desire for physical comfort. If you sit in a chair for five minutes and it's not comfortable you start thinking about buying another chair, you know what I mean? That's Life Force 8 number five, comfortable living conditions.

We all want these things. How many of us, if we're parents, can stop caring about whether or not our child looks both ways before he or she crosses the street? Life Force 8 number seven, care and protection of loved ones.

These things are, again, hard wired in us. They are biologically programmed in us and the important point behind knowing these things is if we can intentionally build these into our advertising, it's kind of like pushing a plug into an outlet. In other words, tapping into this life force.

So, let's say, for example, let's say you run an auto shop and you repair car brakes but don't just offer brake repair. What you want to do is talk about the dangers to you and your loved ones if your brakes fail. That's Life Force 8 number one, three, and seven. That's survival, freedom from fear, pain and danger, and care and protection of loved ones.

Let's say you mow lawns, for example. But don't just offer grass-cutting, talk about how amazing you'll make their property look and how their neighbors will notice the difference. That's Life Force 8 number eight and six, eight is social approval and six is to be superior, and keeping up with the Joneses.

If you, say you detail cars. Well, don't just sell your car wash service or detail service. Tell what a great job you do, of course, and how a well-kept car, just like any possession, is a reflection of your status, how you feel about yourself, that a clean, well maintained car is an indication of how you feel about your place in the world.

It's just kind of like wearing clean, wrinkle-free clothes versus filthy ripped clothes that says what you feel about yourself. And people will say, "Oh Drew, no one says this stuff!"

Well of course, they don't. They're all too damned timid. We're talking about advertisers now. They all do what the uninformed masses do.

Can you imagine basing your advertising decisions on what other uninformed business people do? It's insanity but that's what they do, you know. If they don't see other business people talking about this

kind of stuff, they're going to say, "Oh my gosh, you know, I provide a brake service. I'm not going to talk, you know, protecting your family. I'm not going to talk about horrible accidents bring. I'm not going to quote stats about brake failure."

Are you kidding me? Quoting stats...if you repair cars and one of the services you're offering is brake failure and you know how dramatic that is, and you know quickly to find out stats about how many accidents are caused by brake failure and if you don't put that in your advertising, you got a crazy decision that's intentional.

It's one thing to not know, it's one thing not to think about, "Hey, I want to put some stats and really build up the power of this thing, but to not do it intentionally, it's crazy!

Stats about brake failure are going to make someone really think about, "You know what? My gosh, you know, accidents involving...first of all, auto accidents happen incredibly often if you look in the stats. I used to write advertising for a large direct to the consumer, it's a direct response insurance company and automobile stats, so forget it's one every few seconds. It's unbelievable.

If you can figure out some stats, you can certainly get the stats about brake failure stats. That would be incredible, incredibly a strong thing to put into your advertising.

So, you know, the bottom line with all this is if you could build an ad based on any of these Life Force 8 principles instead of just talking generically about what we do. If you could look about how you could actually tap the principle, mention the principle in a way that brings it more to the forefront of the mind, you're going to be driving home something that people really will take great note of.

Now, that's the Life Force 8. Now, there's something also called secondary desires. Now, these are learned desires and there are nine of them. And the first one is and these aren't as strong because they're learned they're not biologically programmed. So, we pick them up in just a course of light.

One is to be informed.

Two is curiosity.

Three is to be clean and to have our environment be clean.

Four is to be efficient.

And five, is convenience.

Six is dependability and quality.

Seven is expression of beauty and style.

Eight, economy and profit.

And nine, it's bargain and these are in my book, Ca\$hvertising.

These are secondary ones. They're strong but they don't come close to the Life Force 8. They're kind of in the background.

The bottom line is, with advertising, you need to know what makes people tick. You don't just talk about your product but understand what makes them tick and what they want, then you could mold your argument, mold your persuasion into these things that are incredibly powerful.

Tom: **Do you have any suggestions or tips on finding out what are those true things that make people tick and then how can you incorporate them right into these, the Life Force 8 and then the secondary, the nine secondary?**

Drew: It's really more basic than that. The things that make people tick are the things that I just cited. The Life Force 8, it's those eight things. That's what makes people tick. That's their desire and the secondaries are the nine learned ones.

Now, how do you work it into your advertising depends really...it's hard to say it really depends on what your product or service is. You need to take a look at what your product or your service is assuming you understand it well enough. If you're in the business, you certainly should. And then just take a look at this list of Life Force 8 and look at the nine secondary ones as well.

But focus on those eight and see, "OK." For example, I did the car

wash one. I did the detailing. I did the auto repair with the brakes service. I did the one with the grass cutting. It's all based on any of these eight: the survival, the enjoyment of food, freedom from pain, fear and danger.

In other words, focus on these things.

So, one of the examples I've given in my book, Ca\$hvertising is a martial arts school. You run a karate school for example. You don't just talk about fitness, you know. It's one thing but people...many people think it's self-defense. I mean Karate lessons purpose is self-defense. What is that? That's survival, right? It's Life Force 8 number one.

Tom: **Right.**

Drew: That's also freedom from pain, fear and danger, Life Force 8 number three. So, you look at these things, and oh, okay, also number seven, care and protection of loved ones, right? I mean you're walking along and you may walk through some, you know, sleazy neighborhoods or you're just walking along on a fine neighborhood, but you know that it's possible that you can be assaulted. I mean it happens all the time and you would be able to better defend your loved ones.

So then, you run a martial arts school. You don't just talk about, "Hey, free uniform if you join by the end of the month." You just don't say, "Hey, Karate, learn self-discipline." Are you crazy? You have to look at more than just one element of what it is you're advertising to see, "What other thing that I can tap into that will emotionally impact people?"

See, people, most people don't understand. They may try to sell primarily using logic and reason. Well, you know, that's something we use to justify the expenditure, you know. As an adult, we want to feel that we made a smart, a wise decision, you know. How do we justify spending the money? But the primary thing that moves us to buy is our emotions.

You're going to be a lot more driven to join a martial arts school if you're concerned about your survival, if you're concerned about being attacked. If you're concerned about self-defense than you

would than, “Yeah, I think I like to, you know, I have some spare time. I need to move a little bit more. I have a sedentary job. Maybe karate is a good way to do it.”

You know, I mean emotion is what’s really going to drive you, not the free uniforms. That’s the nice little thing to kind of push you, you know, maybe a little deadline to get you to take action before the end of the month. You have a coupon in there to get a free whatever form you’re studying. But it’s the emotion that’s going to push you to do it. It’s like those brakes. It’s the emotion that’s going to get you to change that that drive.

Let’s say you repair air conditionings, central air conditioning. You and I know very well as we both live in the desert -- you in Phoenix and me in the California dessert -- that the air conditioning is very important especially in the summer. We get to 100, you 126. Me here, 122 is the hottest in here.

But if you talked about an annual inspection, well, you know, an annual inspection, you know. You place an ad and your offer is to come out and inspect people’s air-conditioning system. You’ll inspect the condenser. You’ll inspect the ductwork. You’ll inspect the thermostat.

Well it’s one thing to talk about that and “Hey, it’s nice to keep your air-conditioner maintained.”

Let’s talk about the percentage in these stats. I don’t have the stats on my fingertips now but I did a few years ago a postcard for a gentleman who ran an air-conditioning service. And if you quote stats, and there are some significance stats from government agencies how often air conditioning systems fail, how much the replacement costs are for central air-conditioning units and how a simple inexpensive cost maybe like a \$100 or \$120 inexpensive annual checkup could save you from spending thousands and thousands of dollars to replace your entire central air-conditioning.

But that’s going to drive you versus, “Oh, yeah, you know, maybe it’s nice to have my air-conditioning system checked up and checked out in good order,” you know. That’s going to be a real dull thing to do.

But hey talk about the emotion and how much money you’re going to

save, thousands of dollars and you start piling all the stats about how often they fail and what their average repair costs are. Then you start giving people a sense of how important it is to do this.

You see, a big difference between just laying on facts and reasons versus emotions as well. So, you want a good mix of the two; otherwise you'll have what I call an imbalance in your influence.

Tom: **That's great. So, obviously a major mistake in the ad is not playing into the emotions which will lead into the Life Force 8. Are there some other really common mistakes that you see quite a bit with ads, especially with stuff like little fonts and photos, that kind of stuff?**

Drew: There are a lot of things that are, two categories. Let's look at the two categories of both copy and both design and that's what my book is really sold with. I got to say the number one most important thing, I mean there are a lot of things that we can talk about, you know, elements of designs and elements of copy, photographs and effective ink colors and personalization and type spaces and what not, certainly lots of things.

But the folks listening to this interview right now want to come away from this interview with just one thing, it's what I call the million dollar secret for getting inside your prospects' heads.

The number one thought streaming through consumers' minds, I don't care what industry it is. I don't care what medium it is, ads, brochures, sales letters, emails, web site whatever, it's what's going through the head, "What's in it for me?" you know.

If you study advertising, you've heard it. Now, WIIFM, sounds like a radio station. WIIFM, you know, to be effective all advertising, all, must continually answer the question, "What's in it for me?"

And how do you do this? Well, not by simply explaining how great your product or your service is. Instead, you need to pile on benefit after benefit after benefit telling again and again what your product does for them.

In fact, people don't care and people say, "Oh, Drew, how can you say this?" People don't care about your product or service. They care

only about the benefits your product or service provides. It may be hard to swallow, you know, but if they can have the benefits that your product or service provides and they don't have to hassle with paying for your products and service, they'd do it.

For example, people don't want lawn mowers. They want nice, attractive lawns. If people wanted lawn mowers, why do people hire landscapers, you know? They want a lawn. They just want the end results. People don't want kitchen stoves and microwaves. They want cooked food. People don't want...here's a funny one, electric drill. They want the hole.

You know, people want the end result of it. If they didn't have to hassle with putting gas in it, pulling it up, paying for insurance and in some stage get state inspections, and putting on new tires and they can just get from point A to point B like in Star Trek, have some type of transporter, they'd do that.

Sure, there are some nice things about sitting behind the wheel of a car and having to feel in control but what do you really want the car for? It's point A to point B.

As an example of this in my seminar, what I do is I take a couple of people and we have what's called a feature benefit exercise and have two people and one of them is A and one of them is B.

I said, "OK, here's what I want to do. The person who is A will say this. He will say, "My product or service is blank," and they mention what their product or service is. And then they say a feature and then they say what the feature is of the product or service.

And then person B, who is role playing the consumer, would throw her hands up in the air and shout, "Big deal! What's in it for me?" to press upon A, the merchant, that they don't really care about the feature.

Then A, the merchant, would say, "You benefit by...," and they fill the benefit of that feature. So would go feature. They'd mention the feature. And then, "Big deal! What's in it for me?"

So they go back and forth and back and forth and back and forth. It was really funny because the whole room starts breaking down in

laughter, which is really funny to see the ridiculous things that some of these people are saying regarding the features and the benefit that the product deserves and this is primarily what these people are putting in their ads!

Tom: **Exactly.**

Drew: So, I do these things in front of the room. I say, “OK, let’s say for example, you are a sign business. You create signs of all kinds. What’s one of the benefits of signs?”

And some would say, “Well, so, you know, people would know what your business is.” I say, “OK, big deal, what’s in that for me?” And they’d say, “Well--” I am the consumer. And they say, “Well, so people will know how to get to your store.” I said, “OK, great. Big deal. What’s in that for me?” And they said, “Well, so people, so to direct people.” “Big deal, what’s in that for me?”

So, ultimately, it takes a good, you know, four, five, six people to finally get to the fact that the bottom line benefit of having a sign is to make more money, isn’t it?

Ultimately, you want people to come to your store. Right, but why do you want people to come to your store? So they could buy your products or your service. Why do you want people to buy your products and service?

Ultimately, the bottom line is making the cash register ring, money in your pockets. So, anytime you’re looking at your product or service, sure, you got to know what the features are. People want to know what the features are but only to the extent that those features provide them with a tangible benefit, something that they’re going to come away from improved somehow. They’re going to somehow improve their life, make their life easier, better, make them healthier, feel better about themselves, somehow improve their present condition.

So, always look for what I call the benefit of the benefit. What’s the bottom line benefit and you’re back to your question. What’s one of the biggest mistakes people make? They don’t put their biggest benefit in their headline.

Tom, you asked about and one of the things we’ve mentioned at the

back of the book, Ca\$hvertising, one of the bullet is about 60% of consumers read only the headlines and no more.

In other words, they scan, right? Don't you do this yourself? People scan, scan, and scan, and then, when they see what interest them, then they decide to read further.

And so, let's say for example, you have a wonderful product whatever it is or a wonderful service! But you don't put the essence of it in your headline. Well, if people don't get passed the headline, what's going to happen?

Tom: They're not going to continue reading. They're not going to find out what your product is all about.

Drew: Exactly. But Tom, how about if your price is great?

Tom: It doesn't matter.

Drew: How about if your offer is fantastic?

Tom: Yeah, they won't get that far.

Drew: What if the guarantee is the most incredible guarantee, I mean a lifetime guarantee on a car?

Tom: No, they're not going to see it.

Drew: Right, exactly. They're not going to see it. So, the most important part of the ad is the headlines. So, the biggest benefit should always be in the headline and once you get them passed the headline, you want them...the job of the first sentence is to get them to the second sentence. The job of the second sentence is to get them to the third sentence, and so on and so forth.

So, again, folks listen to this: If nothing else, always put the biggest benefit in the headline. It doesn't matter what else you're saying or how much time you spend with the rest of the ad, email, web site, or whatever. If they don't them passed that headline, you're doomed.

Tom: Well, I'm still glad you said that because I can't tell you how many ads I see that -- which amazes me -- that they don't even

have headlines or they'll put stuff in there like just their company name or something--

Drew: Right.

Tom: --who cares about your company name? Like you said before, they only care about what's in it for them. You got the greatest company name in the world but--

Drew: Exactly. Exactly. You know, in fact, I gave an example in my seminar, it actually was a Karate school, a Taekwondo Korean Karate School and the headline was "Celebrating our 10th anniversary."

I mean, "Big deal! What's in it for me?" hands thrown up in the air and everything, you know, crazy, ridiculous things.

Another ad, it was a water company. It's a water filtration system. The headline was, "Water is Worse."

What does that even...what does that mean, you know?

And so, they just don't think...now why...are these dumb business people? No. Are these uninformed business people? Yes. Have they studied advertising? Likely not and you know what the problem is and it's sad. Honestly, these are good people trying to run their business, trying to make a living for their family and for themselves, and put food on the table.

But, unfortunately, many of them when they want to advertise, the ad rep comes, you know. An ad rep comes in the door, knocks on the door, comes in and say, "Hey, here's what you need to do. We'll put together a good ad for you." OK, now this is who in the eyes of this merchant? This is the expert, right?

Tom: You're right.

Drew: You know, this guy or woman is supposed to know how to create a powerful ad. He's supposed to know the design. He's supposed to know the copy and if they're not themselves, then they're supposed to have a staff that's supposed to create this for them.

But unfortunately, in many cases, these small town shoppers and

even big town shoppers and newspapers, their job is to put together...it's really a production line, you know, a quick slap to get it quick. Not all of them but the majority of them and I have samples from all over the country, you know.

I've studied advertising and majority of cases, the people putting the ads together don't understand advertising technology. The people writing the ads are just production line writers. They don't understand the psychology behind it.

So, while they do create an ad, you know, while they do put words on paper, I'm talking about, you know, print media, it's not necessarily a good ad. I mean anyone can advertise, right? It's like anyone can sue anybody. You say, "Oh, you can." Yes, but it doesn't mean you're going to win. Anyone could advertise. It doesn't mean it's going to pull in any customers. It doesn't mean it's going to work; it's whether or not it's effective or not.

Tom: **Right. And it's interesting, those people that are selling the ads, that's their job. They want to continue to be selling you ads and sell you multiple ads so they get a little more money. While on the other hand, if you're running an advertisement, they'll tell you that you need to run it multiple times to get it in front of people. If you have a good enough ad right off the bat, there's a very good chance that you're going to start getting enough attention, and that's going to pay your fee for that advertisement.**

Drew: Exactly.

Tom: **And that's something that I tend to see that comes up quite a bit. They talk about the prices to advertise in a publication and a lot of people I talk to -- even clients -- they'll go to a publication because it's the cheapest one.**

Drew: Sure.

Tom: **And, you know, it's like, "Well, is your audience really part of their distribution?" And, now because it's cheap--**

Drew: Yeah.

Tom: **--it doesn't mean it's going to be effective.**

Drew: Exactly.

Tom: You can spend a thousand bucks on your ad and if, you know, if you make \$2000 out of that ad, well, a thousand bucks is pretty cheap then.

Drew: Right, exactly. Your message needs to be good and then you have to take it to your audience to the right audience, you know. If you sell dog food and you're selling it to cat lovers, it's not going to work.

But, let's say the ad is really good. Let's say you created an incredible direct response piece for dog owners. I mean that thing is really powerful, you know. You're getting like an amazing...it has the potential, I'll say it that way, to get incredible response but you buy a list of cat owners. Should it still work?

Tom: Well, I don't know about that.

Drew: Of course not, right?

Tom: Yeah.

Drew: Of course not! But the ad is really good! Well, you know, obviously I'm just joking around but number one, the message has to be right. But number two, you have to be sending it to the right audience. The right people need to be reading this. So it's more than just the message.

So, and number one is to create a great message and number two, get in front of the right audience. Now, if it's a broad market type thing, a mass-market type product, a mass-market medium, the beauty of direct response really eliminates so much waste, waste circulation. It's often direct response direct mail right now for example. You really put in the hands of just those people you want.

But say, you sell products for people who own, gosh, you know, 1972 Plymouth Dusters, you know what I mean? Or classic cars or whatever particular era or span of years, you know. You can find out exactly those people. And not just that, but owners of 1972 Plymouth Dusters who have attended a particular auto show more than two years in a row and have spent more \$500, you know what I

mean?

So, you can really drill down and get really specific. So, then there is very little waste circulation. It's going right to the people, you know, who will most likely be most responsive to what you do, what you're selling.

Tom: **And in getting those people, I guess it comes down to getting the right list broker.**

Drew: Yeah.

Tom: **Do you have any tips on that? I mean there are plenty of people out there who will sell you a list, but to really get a good quality list broker?**

Drew: I don't want to speak that all list brokers, but there are some shady characters in the list among mailing list houses. I don't have specific names, and I rarely give specific sources because I can't be responsible for it if one of the sources do. I would like to be responsible for myself.

But anyone looking for a list broker, I would just really refer to your yellow pages and go the larger listings normally. The bigger houses are normally the more reputable ones, not simply because they could buy the large ads in the yellow pages but because they had been around for so long.

And there are some brokers who will sell you the large quantity of mailing and will sell you the best names up front. And so, you have to realize that that maybe possible as well too. It's good to get a cross section of names, hotline buyers who are the ones who bought most often in the past 90 days or so. Those are the really, the ideal names you want.

You want people who bought recently, people who had bought frequently and people who have bought high dollar value. Those are three of the things you're going to look for in the mailing list. Now, your folks, what's primarily...they're Internet Marketers, aren't they?

Tom: **Not really. They're mostly small business owners.**

Drew: OK.

Tom: Some of them do some Internet stuff, but primarily they're small business owners.

Drew: Oh, I got you. Well, you know, there are a lot of things that small business owners and we're talking about ad reps and what to look out for. There's a lot of things that they should know and I really encourage them to...if they want a crash course in advertising, if you want to spend months and months and years learning about it.

Sure you could do all the experimentation yourself, do a little bit of trial and error yourself and be like Thomas Edison who spent, you know, a good thousands of experiments to ultimately find out what works.

But if you want a crash course, there are a lot of good books out there but, I'm kind of partial to one, the one I just wrote, Ca\$hvertising, because it is a crash course, you know. It's 200 plus pages and it's all condensed. There's no fluff. There's no story. My goal is to give people practical tips and strategies they could start using immediately.

One thing a business person should know that an ad rep may not always tell them is that repetition is more important than size. Repetition. There's not a one to one relationship between ad size and effectiveness.

In fact, when it comes to how often an ad is noted, which is advertising lingo meaning seen and recalled noted, smaller ads really perform better than you might expect.

Half page ads are noted 75% as often as full page ads, not 50%. For example, I used to stand up in front of the seminars. I held up a full-page ad. I said, "Let's say for argument, you get 100 responses from this full-page ad and I rip this up in half and then I put a half page. How many responses do you think you should get? People will think, "Well, I should get about half this." It's not true. There's not a one-to-one relationship.

So half-page ads are noted, seen, and recalled, about 75% as often as full-page ads, not 50%.

Quarter page ads are noted, some people will say, “Well, 25% as much as a full-page ad.” No. Sixty percent as often and a full-paged ad.

And six-inch ads, little tiny six-inch ads are noted 59% as often as a full-page ad.

So, you think, “Well, OK, what does that mean?” It means that repetition is more important than size. I’d rather see you put four quarter-page ads in than one full page ad.

Why? Simply because someone is reading the paper. They passed your ad the first time, you’re done! You’ve blown the whole ad budget if that’s general budget.

Now, the next issue comes out. Now, you’re not in that one because you placed the full-page ad. The next issue comes out, you’re not in that one. You placed the full-page ad. The next issue comes out. You’re not in that one. You placed the full-paged ad. Next issue comes out. You’re not in that one. You placed the full-paged ad.

Instead, you put a quarter page in the first one. Next week, you put a quarter page in the next one. Next week, a quarter page and...so you have four chances to make those hits, four different chances.

Here’s another thing: little small ideas, things that are learned with years and years of testing. I’d rather see you put in a half page. So you put a half page ad, a half page vertical ad and a half page horizontal ad.

Why? The eye reads from left to right. So, imagine the half page horizontal ad. It either occupies the top half of a page or the bottom half of the page. The eye starts about center of the page, slightly up, and does a zigzag, zigzag at the bottom and by the time it passes your ad, let’s say your ad was at the top, it’s passed. You’re done.

Now, let’s say you take that half page and you squeeze it into a thin vertical column. Now it’s still half page but half page vertical. The eye doesn’t zigzag and hits your ad, hits your ad, hits your ad, hits your ad as it goes down the page.

So, these are the little things that the people infrequently will learn about through, especially through advertising reps. I'm not saying they don't mean well, but there are things that they simply don't know themselves.

There's something called the eye dwell chart. It's...researchers actually use the device called an eye camera and it became very sophisticated nowadays. I talked about this in Ca\$hvertising. And this determines how a reader's eye moves across the page.

What they did, they punched a hole in the middle of the page and this was the original eye camera. Now, they're very sophisticated but just as an example, what they used to do is punch a hole in the page and they studied the movement of the eyes.

And they noticed that the upper left quadrant of an ad, topmost divided page were add into quadrants. The upper left quadrant receives 35% of the viewing. The upper right quadrant receives 25% of the viewing. The lower left quadrant 25% of the view and the lower right quadrant 15% of the viewing.

The top half of the ad, Tom, receives 60% where the eye dwells, 60% from the top half of the ad. The eye dwells 40% on the bottom half of the ad. That's called the eye dwell chart. So, a skilled designer would know where to put the elements. Of course, the more important elements are going to go on top. Where do you put the headline?

Tom: **The top.**

Drew: At the top, exactly. So, these are little things. Another thing which is fascinating, David Ogilvy of Ogilvy and Mather, or Mather as some people pronounce it. He was the advertising gentleman of Ogilvy and Mather, Mr. Ogilvy and at the time, advertising executive. And he developed the principle called the 2/3 1/3 principle where the top two thirds of the ad is a photograph and on the bottom remaining 1/3 of the ad consist of the headline that's directly underneath the photo headline and then the sales copy under that.

Now, this principle this 2/3 1/3 where photo on top 2/3 of the ad and then the rest of the ad which is 1/3, headline and the body copy.

This and another variation of the ad was called 1/3 2/3 with the top

1/3 of the ad is a photo and the entire rest 2/3 underneath is the headline and copy.

Daniel Starch of Starch research showed that this ad layout, which was popularized by David Ogilvy was remembered best by readers of all different ad layouts that were studied. The interesting thing about this is, you know how I mentioned that the captions received up to 200% greater readership than nonheadline copy?

Tom: **Yeah.**

Drew: Well, this 2/3 1/3 principle or this 1/3 2/3 layout principle creates a headline which becomes of the caption for the photograph.

In other words, so the 2/3 1/3, two thirds on top of the ad are the photographs. The headline is the caption, which goes underneath that photo. It gives very strong readership.

So, anytime you take...you have a photograph in any ad, always put a caption. It will get very high readership. This ad layout that I talked about in my book, this ad layout causes the headline to become a caption for the photograph. It gets very high readership, very high readership.

Tom: **Wow, great tips there. Anybody that's confused or they're just beginning to do ads, I mean you just gave a blueprint of, you know, laying out an ad and what studies year after year had shown, you know, that can be effective.**

Drew: Well, there is really so much. I got to make mention of that idea if I missed to make mention of this one thing and this what, they actually stand up on a chair in my seminar and shout this one out.

Most advertisers are like people sitting in chairs who don't know how to speak. Well, what they should be, they should be like people standing on tables shouting. Most advertisers are afraid to whisper when they should be yelling at the top of their lungs. They should be doing something different.

They should be not afraid to be so timid. They all are following each other. They're all doing, you know, to kind of keeping their voices down as low as possible. They're all afraid to offend. They all want

to be politically correct. You got to be strong. You got to be powerful. You need to stand out.

I mean advertising is all about standing out. If number one, you don't stand out, you've already lost the game.

If you do get them in your ad and once you do get them in your ad, you can't be afraid to ask them or tell them, direct them to do what you want them to do. The easiest way to do it is to do it step by step.

Number one, pick up the phone. Call this number.

Number two, tell us dadadada whatever it might be.

In other words, you're leading them by the hand. Tom, you know, as you know, this is your business too. Advertising is a sales person imprint and every good salesperson knows that in order to close any kind of deal, he or she has to ask for the order.

Advertising has got to do the same thing. Every ad, you know, every brochure, sales, email or web site have to ask or tell the prospect to buy, to tell them to respond and to do so immediately. That's why we give deadline. That's why we stress scarcity. That's why we stress urgency.

They can say it's hype. Call it whatever you want to call it. The fact is it works. Why does it work? Who cares if that will work? Just use it. It's been shown to work. You got to direct people.

So, step one, clip the coupon.

Step two, call this number and schedule your free lesson.

Step three, to wear loose fitting clothing, arrive 30 minutes before class if it's an exercise class, for example, and always use deadlines to drive response, you know.

Advertising is persuasion. In the most critical time, to persuade people is when you're asking people to respond.

You know, Tom, I'll give you an example of a sales person, a good sales person, right? Tom, someone comes into your office. Let's say it's a

sales person for a copier machine, OK, a photocopier. And this person is really skilled and this person shows you a free demonstration, brings the latest equipment into your office, "This thing called...like this thing is stable. This thing do plus. It prints both sides. This thing even folds. It's amazing!" And after he tells you about it, he gives you his brochure. He gives you this wonderful beautiful sales material. Even the place is good, Tom. He shakes your hand and says, "Hey, give me a call if you're interested, turns around and walks out. What?

Tom: **Yeah.**

Drew: What does that guy do wrong?

Tom: **He didn't ask for the sale.**

Drew: He didn't ask for the sale! Well, your ad is the same thing. Your web page is the same thing. Your email is the same thing.

If you're not asking for the sale, it doesn't matter what you're selling, if you're not asking for the sale, you're like that sales person giving a great presentation and then walking out the door. People have to educate themselves. Business people need to educate themselves about these fundamental things you need to do when you create any kind of advertising if you want response.

Tom: **Well, a lot of the stuff that you're talking about -- asking for the sale, walking them through the steps, what they need to do, your called to action, explaining benefits and stuff -- this all goes into one of the biggest, I guess, controversies in advertising and marketing and that's the long versus short copy.**

Drew: Oh yeah.

Tom: **I'd love to hear your thoughts on this because I think it's something that comes up with anybody that's doing advertising -- well not anybody. I would say a majority of people who are doing advertising have a certain thought about this and I'm not just saying that. I mean it's proven. You hear it over and over and over again, but I want to hear your thoughts on long versus short copy.**

Drew:

OK. Sure. I'd be happy to. It's one of my favorite subjects, but one that's, unfortunately, I have to keep talking about because while I thought that the argument was buried decades ago, it seems like not everyone has really caught on this yet.

Let me start out with a couple of quotes, OK? I've give you an example of why this is so.

Claude Hopkins quote: "The most common expression you hear about advertising is that people will not read much. Yet, a vast amount of the best paying advertising shows that people do read much."

David Ogilvy: "Direct response advertisers know that short copy doesn't sell. In split run test, long copy invariably outsells short copy."

Maxwell Sackheim: "The only reason for using short copy is when there isn't much to say".

Victor Schwab: "A sales person does not say, 'How do you do?' speak a few words about his product and then ask you sign the order. No. He uses enough words to get your emotions and reasoning power flowing towards a sale."

And John Caples: "After you found your most efficient sized ad, you should jam your space full of copy, no matter whether is a one-inch ad or a full-page ad."

Now, these are the giants of advertising, OK, the giants. So, if you want to disagree with me, OK, disagree with me. But, you know, you're a fool if you disagree with the giants of advertising.

Now, let me give you a very simple example. If anyone listening to this doesn't yet get or doesn't yet believe that long copy ads sells short, then here's a simple example:

We read that "advertising is salespersonship in print". Salesperson A and salesperson B, here's the scenario.

So, Tom, salesperson A knocks on your door. Again, let's say photocopiers, Xerox machines or whatever manufacturer or whatever

named brand photocopier machine, knocks on your door, comes in and he spends, say about six to seven minutes with you, shakes your hand, asked for the sale, leaves.

Salesperson B knocks on your door. Now, this guy comes in not only with the machine but with tons of literature. He brings his laptop. He's got a Powerpoint presentation to show you. He's got testimonial after testimonial. He makes phone calls off his cellphone, puts in on speaker and calls people who just bought this machine.

This guy, you know, gives you the background of the company. This guy shows you reliability reports. He shows you reports by independent like consumer reports laboratories. He's showing you everything there is to know about how his product compares to other products on the market and why his product is better. You're there. He's there with you and he engages you for an hour and a half. Now, in which situation are you most likely to buy?

Tom: **Without a doubt.**

Drew: Assuming the skills of both salespeople were the same?

Tom: **Without a doubt, the second guy.**

Drew: Without a doubt, why?

Tom: **Because he gave me way more information.**

Drew: He gave...he pushed every one of your buttons. He pushed every possible hot button that you had. He found out what you need. He told you ways in which you could satisfy. He answered all your questions. He took your doubts. He turned them upside down. He gave you what you needed to make the expenditure and make the purchase and sign on a line.

It's the same thing with your advertising. A little short ad, you're not going to have the room. We're talking now of physical space to put in the testimonials. You're not going to have the space to do all the sales arguments. You're not going to have the space to put in the photographs or the happy people who have purchased from you. You won't have the space to stall the benefits and the features of your product. You're just not going to be able to give a complete enough

argument.

Now, all things being equal, now you can take, now people would say, “Oh well, yeah, but Drew, I placed a short ad and it did so much better than my long ad!” Well, it doesn’t mean the long ad was well done! I mean both things have to be well done. I could say, “Hey, Tom, hey I just had in a sale. You know, I spent 10 minutes with this salesperson. I bought from him in a second. And I spend two hours with this salesperson and I didn’t buy it from him.”

Well, you know, you got to look at the ad too. That ad has quality. You could have a lousy ad that’s long. You could have a great ad that’s short, you know. So all in all, a long ad that contains all the sales arguments and the tests have been done shows that your long copy is going to outsell your short copy.

And here’s another thing and this is really something to think about and this is what gets them all. Let’s say you have a long ad, OK? Full page, this thing is packed subheading after subheading, testimonial after testimonial, questions and answers, photographs, I mean credibility huge, I mean a powerful guarantee you can’t argue with.

So, let’s say you read only the headlines and you’re interested. You don’t have to read the rest of the copy to buy. You could pick the phone and call an order right then. A long ad is not going to alienate somebody from buying but what a short ad would do can possible is alienate people who need a long copy.

Don’t you get it? Listen, the people who think that the short ad is the way to go don’t understand that the people who need more to be sold aren’t going to get it. But a long ad could satisfy the people who need a lot and people who need a little because the people who need a lot more will read the whole ad from A to Z. They will read your copy, right at those in the bottom in 4-point type.

But the people who don’t need a lot of copies should read the headlines, the first paragraph, scan it, and then pick up the phone! They’re not going to say, “Oh, well, Jeess,” you know, “I want to buy already. All I’ve read is the headline but look! Look at all the rest of this copy. I’m not buying now.”

It’s ridiculous! They’ll buy whenever they want to buy. So, a long

copy satisfies everybody.

Tom: **That's great, great to know and hopefully that puts that, the indecision of many people puts that to rest.**

Drew: Oh I hope so!

Tom: **It comes up so often.**

Drew: Yeah, it really does. It really does.

Tom: **Well, we're running up close to an hour and I want to respect your time.**

Drew: OK.

Tom: **I've got two, two more questions that I'd like to ask here.**

Drew: Sure.

Tom: **And the next one has to do with testing ads. I think a lot of people when they try advertising, they, will maybe send something out once and assume that advertising doesn't work because they tried it one time and forget about testing to get to a point to where you know it's going to be an effective ad because you tested it enough. You tested enough of the components. Do you have some tips for some ways that people can test without spending a lot of money?**

Drew: Well, I'll tell you what, here's how not to test. What you don't want to do is take your ad, show it to a bunch of friends, family, Aunt Mabel and they say, "Oh wow! What a great ad! Tom, this is great! It's so clever. It's so tricky! Wow! You're going to really...you're going to make a fortune with this ad!" Well, then your ad has failed.

Now, but if you take your ad and you show the same ad to Aunt Mabel or your friends and family and they say, "Tom this is fantastic. Where do I get one of these things?" Now, you know you have a darn good ad.

You don't want people to be loving your ad. You want people to be wanting what the ad sells. So, if the ad calls too much attention to

itself and away from the product and the service, the ad has failed.

Now, in all practicality, the way to test is really to test. You can't just show friends. I mean if you do that, you get a good positive feedback. "Hey, I want one of these." "Hey, you're onto something there."

One way to test appeals is to use something such as Google AdWords, then you could build those appeals into ads and you can test variation after variation after variation. Of course, you're really limited to how much space you have with Google, you know.

You have these short little headline and just a couple short tiny lines or the character count is really limited. But you'll find by trying different variations, different appeals, in some case you may get a fraction of percentages. In other cases, you may get, you know, one, two, three percent or more, you know. There's a big difference. You have to take a look and see what's the difference between this appeal that's pulling, really pulling great response and this one is not. That can lead you in the right direction.

So, what you want to do is in order to test, you just need to test it. You need to test it. But what you do is you take your best ad. You take an ad, you test your different headlines because if they don't get into the ad, it doesn't matter what the rest of the ad says. So, number one, your headline needs to get into the ad.

Then, you test different offers, OK? But I want to say and this is the most important thing. You're going out with any ad, or else you're going to drive yourself crazy. Always use your best of everything. In other words, make your strongest offer at your best price and give your best guarantee because you will always be second guessing yourself if you don't go out strong.

If you say, "Well, let me see. OK, I could go out with this. I could sell this for, let's see, \$4.99 or I'm talking a little bit more money if I go out with \$5.99. No. If your math and whatever you need to do, make your numbers work. If you could go out with your lower number, go out with your best price. Go out with your best offer. Is it a two for one? Is it, you know, try it for 30 days or try it for 60 days? If you can make a one-year guarantee versus the 30 days.

In other words, max out everything, your best in everything. Otherwise, what happens is you place the ad, it doesn't work, now you have to start questioning, "Damn! What happens if I made a little warranty as long as I really could have made it?" you know. "What happens if I made the price really as low as I really could have made this price?" "What happens if I could have made my offer better with two for one?" or whatever the offer is for your particular product or service.

Go out with your best of everything initially so you're never second-guessing yourself. But then, go in and start refining your headline copy. Again, it goes back to another principle of creating strong advertising.

Does your headline grab? In my book, Ca\$hvertising, we talked about 22 tested headline prescriptions, words that have been shown to pull people almost magically into a headline. And this is just common everyday words that have been shown time and time for all industries and all products and all services that grab people's attention.

Now, how do you go from the headline then to your first paragraph? My book shows 10 ways to go seamlessly from the headlines into the first paragraph so there's a nice smooth transition between the two. You can know how to test but what is it that you're testing? You want to test a quality ad. So you have to have a foundation first really.

Tom:

All right. This is the final question. The question is from somebody on my list and want to make sure since they took the time to submit the question and then say who it is. This from Justin Rickard and he's an immigration lawyer in Australia. And his web site is Australianimmigrationlawyers.com.

His question is, "How do you use psychology to get clients or customers to want to take action and not postpone or procrastinate about their buying decisions? I often use the old gambit of offering a limited-time offer, but that is not always perceived well. Is there a better more honest way that it's not manipulative?"

Drew:

Well, I know this goes back to some people thinking that advertising is evil, that persuasion is evil, you know, persuasion is manipulative.

Well it is, not evil, but manipulative.

David Ogilvy once said a great quote: “Advertising is only evil when it advertises evil things.”

Advertising is persuasion; persuasion is psychology. Sales is persuasion. It’s all, you know, referential that will reflect each other to persuade and drive somebody forward from point A to point B. It’s by its very nature, inherently manipulative, now, not manipulative because you want to rip somebody off.

For example, let’s see you’re selling, remember we talked about the brakes service before. Is it manipulative to persuade somebody to take fast action to fix their worn out brakes? Would you worry about manipulating somebody to the advantages of having a smoke alarm in their house or a carbon monoxide detector in their house?

So, don’t worry so much about manipulating people. Worry about the first: Are you offering a product or service of good quality? Is it something that can really and benefit people? If you manipulate, however you want to process that word in your head, if you want to move somebody, persuade, or influence somebody to make a good decision that will help them? I mean that’s a better way to think about it than, “Oh, I’m manipulating somebody to repair their brakes so they don’t buy on the highway.” Come on, that’s just ridiculous. There’s nothing manipulative about deadlines but it’s very nature, advertising is manipulation. So, don’t worry about it.

So, deadlines. That’s a tried and true way to get people to respond. Scarcity, limited quantities, remember the Cabbage Patch craze?

Tom: **Yes.**

Drew: Cabbage Patch kids? In 1983, you know, people went nuts trying to buy those hideous dolls. They knocked over display tables, they cursed, they screamed, you know, they fought like rabid cats in department stores.

If a person can’t have something, suddenly, they want it. That sounds like the armrest you weren’t using a movie theatre. Well, you’re not even looking at it. But as soon as someone sits down and they use it, it’s like they stole it from you. And suddenly, you spend a whole

bunch of your play trying to figure out how to get it back, you know. As soon as the gus pulls his arm up to take a drink, you slide your arm back and it's like they took your arm rest, you know.

The most common manifestation of the scarcity principle is the use of the tried and true lines. It's the "One-day sale". It's the limited offer. It's only while supplies last. It's first come first serve.

All these things make the product appear in short supply. What they do is they increase consumer interest. The success of the technique is apparent because every business uses it and whether you want to call it manipulation or hype or whatever it is, it all goes back to, "Oh, I'm being too pushy," or, "Oh, it's not politically correct," or, "Oh, it's too hypey," or, "I feel like I'm being manipulative."

It should sound credible. You possibly can't offer this after this date because of some ridiculous excuse you might give. So, of course, it should sound credible but say you're going to have a price increase and you really are going to have a price increase.

For example, let me give you a perfect example of this. I recently offered a 15% discount off my hourly fee as long as you buy at least 10 hours by a certain date, 10 hours in advance and pay for them in advance off my hourly rate. And I gave a deadline.

When that deadline expired, that deal was off. I had people ask me they want to get in on it after the deadline. Was I going to honor it? No, I wasn't not going...I didn't honor it.

"Now, Drew but you lost business." "Yeah, but you know what? I kept my credibility." Some people know when I make a deadline or an offer, I mean that deadline offer. So, I'll offer it again some time but not then, you know. I'll wait two months down the road if I decide to do that again, I'll do it.

But there's nothing wrong with setting a deadline. You're encouraging business and you're stimulating people to act.

Now, if there's no reason, Tom, that people should act, I mean you want buy the very nature of your offer to act right away. But say you offer whatever it is you're selling, now you offer like copywriting services and you build up a good enough case that people should act

now because they want to make more money and they want to hire you in order for you to help them do it. You want them to act right away, right?

Now, if there's no reason, if you don't give them enough reason by the very nature of what you're offering to act, well, then there's no reason for them to act. You're not building up a value of it enough.

But, let's say it's very valuable but you want to add a little bit more tweak just to push them a little bit more, nothing wrong with adding a deadline to it. Or having the scarcity issue.

And if you don't like that, hey, go with the gift. Go with the discount or go with the special gift. Let's say you're a consultant. You're a consultant for whatever it is. I mean I've done, you know, "Free Gift. Buy an X number of hours by this date," or, "Buy this product and get another product for free."

I sell audio cassette programs and what not and, you know, someone who buys X number of dollars in consulting, I send them a copy of my live seminar on CDs with the workbook for free, you know.

So, add value to it. So, you're adding value. There's nothing wrong with adding. No one is going to argue that, "Hey, look I don't like Tom if you added value to your offer. I'm not going to take advantage of it."

Tom: **Yeah.**

Drew: You know.

Tom: **Everyone wants value. They want to feel like they got a bargain.**

Drew: Yeah, exactly. Sure. So, they can feel good and you'll be happy too and get a customer and they'll be thrilled by it.

Tom: **Well, here at the end, I want to give people an opportunity after they listen to this or read the transcript that if they have additional questions or, you know, like to find out more about your book and then eventually your product and services.**

Drew: Sure.

Tom: **How can they get in touch with you -- web sites, email, you know, whatever you'd like to provide.**

Drew: Sure. Yeah, they can reach me...yeah I appreciate that. Thanks Tom. They could reach me by email, Drew, D-R-E-W at adsurgeon.com. It's A-D as in David, Surgeon, S-U-R-G-E-O-N dot com.

That's my email address and the two web sites would be adsurgeon.com obviously and also Ca\$hvertising, C-A-S-H-V-E-R-T-I-S-I-N-G, like advertising but cashvertising.com. And cashvertising.com is dedicated to the book and, you know, there are some excerpts of the book. It's got a table of contents. I also give some links. You can also buy the book on Amazon.com. It's like \$10 and some change there.

Tom: **Yeah, incredible bargain at Amazon.**

Drew: Thank you, thank you. I appreciate that. I'd be happy to answer any questions that your folks might have. I'm most available for consulting, for some, you know, some interesting projects. And I'm always happy to answer folks. I make myself accessible online to anyone who needs assistance.

Tom: **Well, thanks Drew. I really appreciate you taking the time and you have provided some tips that are extremely valuable, and I really appreciate it. It's a lot of stuff that they can use immediately. So, I can't thank you enough.**

Drew: Oh, you're very welcome. You know, thanks for the opportunity. And remember, look, the bottom line here, if you don't read my book, you know, get in Amazon, or get in your local book store, go into your local bookstore and go to Amazon, you know, and get some other great books by other great...you know, buy books by John Caples. Look at books by David Ogilvy, Claude Hopkins.

There are many great resources to learn advertising, you know. Read the masters of advertising. My book has a bibliography in the back. I don't care if you're going to the bookstore and just look at the bibliography at the back and need to buy other people's books.

Just learn advertising, learn the subject before you spend more

money. And for the rest of your business career, spend two days to read a book and for the rest of your business career.

And I say this at the end of my seminar, I say, you know, and I'll say this to folks listening to this call. You can do nothing more, then read my book. It's 200 pages. It takes two days to read it. You'll know more than 99% of your competitors. Hands down, flat out, no questions asked, 99% more than they know about this than they'll ever know about this, about adverting. So, do yourself a favor and just put a little bit of time into studying it. Two days is what you need.

Tom: **Well, that's enough incentive right there, just two days to put money in your pockets.**

Drew: That's it.

Tom: **Especially in these times. You'll learn how to do advertising and it's just like you're magically making money appear when you have effective advertising.**

Drew: Yup, it sure helps. And they don't all work, you know. You can't predict that will all work but you're certainly going to put the odds in your favor when you know what you're doing.

Tom: **Great. I like that. Thank you again--**

Drew: You're very welcome.

Tom: **--very much.**

Drew: Thank you Tom and thanks to the folks who are listening to this interview.