

**Marketing Tape
Transcript:
Entrepreneurial
Marketing Circle –
15th November 2005
Moderator: Jeff Grier
With Raja C. Hireker**

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We have something really exciting for you now. I want to introduce you to Raja C. Hireker. Raja is A Copywriter. Some of you may be scratching your heads as to the term, but, if I tell you that the ads you see in magazines or newspaper, the words you see on a website, the letters that come through the post, the various marketing documents you see... and I can go and on, but that'd be a disservice you the audience, as you'll have very little time left to hear, what I believe will be priceless gems to do with boosting your business, from Raja.

Jeff: Raja, welcome.

Raja: Thanks Jeff, good to be talking to you.

Jeff: Now Raja, as you will be aware, we have all types of business owners, entrepreneurs, wannabe business people, of all different industries, sizes, customers, profits, from the mom and pop small retail owner, to the one person show, to the Professional practice, to the small , medium and mammoth size business. So, we need to lean towards universal application here.

Raja: Sure

Jeff: Let's start with what most business owners think, that is," why do I need to overly concern my self with marketing and copywriting?"

Raja: Well Jeff, that's a great question to start off with. You see, there's really 3 aspects to a business. The Technical – what is the skill, expertise, etc. Second, the management, and third, the marketing. Most people think that the technical and the managing are the most important parts. Not true. In fact, way off course. There is no higher function in a business than it's ability to draw qualified customers, clients, prospects, what have you, to their enterprise. And, there's no higher business function than the ability of a business to master the skills of crafting compelling, magnetic, irresistible sales messages.

Jeff: I like the way you say irresistible.

Raja: You see Jeff, most business owners, and let me stress here, everyone, EVERYONE, is in the marketing and sales generating game. Most professional practices, dental, chiropractic, feng shui, accountants, legal, etc... think their in the ACCOUNTS, CHIROPRACTIC ,etc game. They're not. They're there to draw a customer, right?

Jeff: Right.

Raja: Anyway... er, where was I?

Jeff: You we...

Raja: Yeah, irresistible, right. The biggest sin, committed on a daily and steady basis, is making marketing and advertising messages... boring. Let me stress that again Jeff. Most marketing and advertising messages are deadly, dull and painfully boring. It rivals eating shredded wheat without milk, or a 5-minute toast that's... well, you get the picture.

Jeff: So, what do you think is the answer to making marketing messages as you say, irresistible?

Raja: The key stems from having an offer for the product or service that, makes it hard to ignore. Say, for example, I was selling high-end fashion garments, and in an ad I said something like, **“Come to Jenny’s Boutique, For The Woman Who Wants More”**. For you, the audience, it means nothing. It’s wasteful puffery. But, if I said something like, **“For Three Days Only, Jenny’s Boutique is Giving Away A Stunning Evening Bag With Any Purchase. And, You Can Enter Our Fabulous Draw Where You can Win A Pure , Luxurious Pashmina Shawl Worth over £500!”**

Can you see the difference? Can you see what it means to the customer?

Jeff: WOW. Yes. There’s a world of difference.

Raja: And here’s the funny thing Jeff: It costs the same amount to run the 1st ad in the mag, paper, website, sales letter etc, as it does to run the second one! But, the response could be 2,5, 10 times as much! Can you see how the change in words, can make enormous profits, or, have an empty cash till desperate for even pocket change?

That’s the power of marketing. Of copywriting.

Jeff: Tell me Raja, do you think these techniques can work in the business to business world, or is it only the consumer market that can handle this:

Raja: Jeff, there’s 2 important points here. The first one is many people get hung up about the term ‘Business to Business marketing. It’s as if that term, freezes their minds. See Jeff, and all those listening to this, the so called ‘Business’, is run by... people. However you want to define it, it’s people talking to people. As soon as you start categorising and bracketing the business arena, you’re lost. You’re facing an uphill task to shake yourself out of that mindset. You’re at a disadvantage before you decide to tackle the marketing game.

Jeff: Well explained. What’s the second point?

Raja: Oh yeah, the thing is, the... let me reference is at biz to biz for the point, that form of marketing is STARVING FOR THINGS DIFFERENT! You see, in most industries, every one is doing the same thing, the same way. And, getting pretty much the same results as each other. Direct marketer Dan Kennedy calls it ‘Marketing Incest’. Everyone doing the same thing, until everyone gets dumber and dumber and dumber. The key here is not having to do anything outstandingly outrageous, though, those that do , get incredible leverage in the marketplace, cos no-one else is doing anything remotely like it. What I’m trying

to say is'... In the land of the blind, the one-eyed man is king!

Jeff: That's a great and accurate saying, where did you get that, or did you coin it yourself?

Raja: It comes from a French copywriter, don't quote me, but I think it's Francis Tighe.

Jeff: So, getting back to 'Industry Marketing' Ra...

Raja: Ha ha

Jeff: Give us an example by what you mean in being different in that land of the blind.

Raja: Good. Let's say that you're a manufacturer of, cling film!

Jeff: I'm not sure if you can get anything as obscure, deadpan boring or complex as that.

Raja: Now, either the manufacturer has dealers that he has to sell to, who then sell it on, or, he goes direct to the end user, be they industrial concerns, catering outlets or whatever.

Now, if all that they've done previously has been trade shows, then that's all they've done. It could be profitable, or not. For the sake of this example, let's not take any other form of marketing, but zeroing in on what they're already doing. Trade show marketing. Now, I've seen most manufacturers' advertising and marketing messages. You know, the same consumer type marketing messages all over again, 'Buy from Us, We're The Best. Been in Business 23 Years. Won the Awards, Can't Buy Cheaper. Blah Blah Blah...'

Okay, what if the targeted audience who have registered to come to the trade show, were sent a personal letter, telling them that there's an exciting FREE offer waiting for them at your trade fair stand, whether they choose to do business with you, or not. Also, if they bring the letter, they'll be entered into a prize draw to win a case of sherry or whatever. But, the letter you send them is framed, wrapped in cling film, and then gift wrapped and couriered over. Do you think that'll get their attention?

Jeff: It'll certainly create an impact!

Raja: Precisely Jeff. That's what you're after. In the cluttered market place, it's your message that'll stand out from the herd. And, not standing out because of shouting, being obnoxious, or drawing adverse attention to yourself. You're using the forgotten art of showmanship and salesmanship that'll get you attention every time. That's one example, and there are tons more, if one just opens their minds a little.

Jeff: That's great.

Raja: Let me tell you that I used that very strategy in getting the attention of the heavy hitters of Direct Marketing in UK, Drayton Bird.

Jeff: Is he still producing stuff?

Raja: Yeah, I think he is. Anyway, I wanted to get some of my work into his eye range, so I came up with this strategy. He was excited! Gave me some great comments about my writing, etc. So, the thing works, if one will work it.

Jeff: I know you are a strong advocate of long form sales letters and copy intensive ads and websites, etc. Why?

Raja: Tell me Jeff, if you were to go to a car showroom and was thinking about buying the car, would you settle for, ‘oh sir, it’s red, it costs 30k and it’s got electric windows’?

Jeff: No, I don’t think so.

Raja: Of course you wont. I don’t think most people will. Apart from those who’ve got more money than brains and a fetish for red cars. You’d want to know the full story. You ‘d want to know the mileage, how many previous owners, what the features of it are, what the resale value may be, what insurance would you need, what extras come with it, can it be taken for an extended test drive, etc.

Jeff: Right.

Raja: Claude Hopkins, a famous adman of the early 1900’s, said ‘the more you tell, the more you sell’. It amuses me at the wasteful advertising I see all over the place. Tons of white space, silly pictures, crazy slogans, riddles having no connection to the product or service, everything other than telling a complete, compelling and exciting story. Don’t forget, ‘white space doesn’t sell a thing! Apart from, filling the bulging pockets of the ad rep, the paper supplier and... your bank cuz of the extra loan you’ll take out to fund more of the same silly nonsense!

Jeff: Do you think that those businesses that target affluent customers have to apply different marketing techniques to get noticed? More, shall I say, sophisticated?

Raja: The biggest myth that exists in the minds of many, is that, “**my customers are different, they won’t respond to marketing messages like that**”? Sadly, many ‘sophisticated’ business owners would rather be *right*, than filling their bank accounts with strategies that work. You’ll find many rustivating in their belief that they have to be “sophisticated, intellectual, lofty”. When, if truth be told, talking frankly, emotionally, clearly, with an irresistible offer – there it is again – it doesn’t matter who you’re speaking to, they’ll buy what you have to offer.

Oh, what’s come to my thoughts was this bank; I forget the name that dealt with

customers of high net worth. What did they do to attract, and ethically take customers away from their competitors? In their direct marketing letters, they offered... a FREE Rolls Royce to those who decided to bank with them! Now isn't that something?

Jeff: This is fascinating, so what stops business owners from creating this type of marketing and advertising?

Raja: It's either their 'expertise', or, they've been so numbed to what real marketing is all about, or, the leader of the pack says that type of marketing and copywriting won't work here. Also, if a businessperson is hiring freelancers, going to an ad agency, or doing it themselves, they'll most likely not be steeped in direct response marketing and advertising.

Jeff: How did you get 'steeped in direct response advertising and marketing'?

Raja: I got a postgraduate qualification in marketing, and thought that was all I needed. I soon found out that I had to re-learn all over again. But, in that process, I discovered a whole new world of marketing and advertising that excited me so much that I decided to become a keen student of it. I studied everything I could from the masters. From those people who sold everything by mail and by the written word. I was hooked. And, what I learnt was that many copywriters, freelance or agency, really haven't studied the masters at all. I mean I was shocked. I thought I was just coming to par. What I soon realised that I was far ahead in my thinking than most. It's not a boastful or braggadocious thing, it's just that if one follows the process, certain magic happens.

Jeff: I heard you've written the best sales letters and ads, in your own handwriting. Why?

Raja: See Jeff, if you want to excel at anything, you have to do what the successful people before you have done. Read what they read. Think like they think. So, the best way for me to get a kick-start, was to imprint in my mind, the writing, the thinking and the style of the greats. I've got notebook after notebook of handwritten ads and sales letters. I wrote so hard, and so intently, that calluses ballooned where my finger connected with the pen.

Jeff: How does a business owner go about hiring a copywriter? What should they look for?

Raja: The most important ingredient is to ask the copywriter whether they understand the principles of Direct Response Advertising and marketing. If they don't, you'll be fumbling for your cash that's already exited from the back door. See Jeff, unless you're a Pepsi, Goodyear, Persil, Vodafone, BT whatever, a big hefty mammoth with enormous pockets of cash where you can just do brand recognition, image type advertising – you know, “hey, it's us, we're the biggies, etc”, then you need to ensure that whatever marketing you spend, you track it like a hawk-eye detective. See, most people who haven't a clue about direct response (accountable) advertising, figure that if their marketing and advertising doesn't get decent returns, then it's the fault of the market, the economy, the

customer. The advertising and marketing isn't considered at all, as the culprit. That's how many ad people can get away with crappy promotions, with the client non-the wiser.

Of course, there are other factors to consider, and if you go to my website, you can find details of a businesspersons guide to hiring the right copywriter. It's a sort of consumer awareness report I've researched for the business owner entrepreneur.

Jeff: Great. I've never heard of a Business Person Consumer Awareness Guide.

Raja: Yeah, it's something that s business person ought to really consider before they commit to hiring a copywriter. You see, not all copywriters are the same!

Jeff: We haven't come to the end of this conversation yet Raja, but you can give out your website address for our listeners.

Raja: Sure, it's [www. RajaHireker.com](http://www.RajaHireker.com) It's simply my own name. In fact, if it's okay wth you, I'll just spell out the two names for you.

Jeff: Sure, that's absolutely fine, go ahead.

Raja: Okay, I'm just going to spell it out, letter by letter. It's R-A-J-A and then the surname is H-I-R-E-K-E-R.

Jeff: Speaking of names, what do you think about the idea that memorable names stick in the mind, longer?

Raja: Sure, names do stick in the mind longer, though, we've got to distinguish between sticking in the mind, and getting it to cause you to act, to do something, to get a response of some sort. Remember for the sake of remembering, isn't that productive. That's what Goodyear do. When ever there's a big sporting occasion, they'll fly that Goodyear blimp, hoping that someday, when you're thinking of car tyres, you'll think of them. Wasteful by the bucket. But, they've got the money to do that. Sadly, business owners look at that type of model, and try to replicate that nonsense. It's what'll make the aspiring entrepreneur and non-savvy business owner... go broke!

Jeff: What about book titles, and as you've mentioned, website addresses. How important is it to have a compelling name or title?

Raja: I'll speak in terms of ads and sales letters, and then return to the book titles and websites. The headline in a print ad, sales letter, web letter, or any other marketing communication document, can make or break it, solely based on the headline. I don't know what the latest stats are, or who has done the compiling, but, the headline can account for anything from 50 – 80% of whether the rest of the ad copy gets written. However you want to look at it, it's a helluva gamble NOT to get the headline right!

And, book titles and website addresses are nothing more than headlines. How

important are headlines? Again just ask your self when you pick up a paper. It's the big headline blurb that draws you into the rest of the article, isn't it?

Speaking of books, I heard something brilliant about book titles, and, how the marketplace puts a value on a few critical factors. You might have heard of John Gray, The Guy who wrote 'MEN ARE FROM MARS, WOMEN ARE FROM VENUS. Well, that title has sold well over 10 million books. And get this, John Gray got his Phd from correspondence course. Contrast this with a guy called, I think it's John Gottman or something. Anyway, this Gottman fellow got his Phd from Harvard. He's had hundreds of articles published in Psychology Today, John Gray had none. John Gottman has been involved in 60 – 70 clinical trials, John Gray's done none. John Gottman sold 10,000 copies of his book called "Why Marriages Fail". As mentioned, John Gray sold 10 million!

Jeff: That's an amazing story!

Raja: Isn't it just. There's a lot to learn from that story. Better marketing, and, being willing to go against the 'accepted norms'. That's what shot John Gray to the big time.

Jeff: I'm probably bouncing around here with questions, so excuse me if there seems to be questions that mix 'n match, merge and purge etc.

Raja: That's all right Jeff, my mind's mixing around here anyway. It has certain magic to it.

Jeff: Great. Anyway, what do you think stops most business owners from getting the best possible marketing message out there to their customers and prospects?

Raja: Well, there are a few. First; they've not understood the absolute importance of the marketing and advertising function. Next, they're timid about getting the right person to write their stuff for them. And, that's either they've been burnt by some know-nothing 'big mouth consultant', who's messed up their campaign, promotion, whatever, or, their eating themselves up inside as they're just scared about delving into this area. And, if a business person has got their marketing message out there, it's most likely falling down in the area of emotion and personality. As mentioned somewhere earlier, being boring is a disease that affects most businesses. It's not their fault, it's just that they've got real bad advice along the line.

Jeff: You know, there's a lot talked about the next area. What's your thinking on 'writers block'?

Raja: I'm probably a little radical on this Jeff, as most people think you've got to 'get in the right mood to put stuff on paper'. I think that's crap. And, run a mile from people who say things about the blank page just '*overwhelms me*'. See, for those people who write novels, or non-sales type messages, then that may be the reason that shields them from productivity. For those creating sales and marketing messages, they should be fired if they use writers block, blank page-it is, as an excuse. Here's a solution. In fact, a couple of them. The more background material you've got for the product or service you're trying to sell, the more stuff, raw material if you like, you've got to work with. You should have an abundance of material. You CANNOT then have nothing to say. Another way, is to find a similar ad, sales letter or marketing material to what you want

to write about, and copy the promotion in your own handwriting. It starts the juices flowing. Your mind starts to get in to a groove. Better than staring at the blank page.

Jeff: Great. Anything else?

Raja: Yeah, flick through a thesaurus, or phrase book, and see what words jump out at you. When they strike, write 'em down. Fast. Another way, a non writing way, is to close your mind to the project and go do something else relaxing, productive and causes you to do something. You know, Direct Marketer Gary Halbert mentions that movement is better than meditation. In this case, this is right on the money.

Jeff: Great. I think there's a solid number of examples that business owners or whoever they got to write their materials, can apply to their advertising and marketing.

Raja: Good.

Jeff: What do you feel about the yellow pages ads?

Raja: What do you mean?

Jeff: I mean, do you think it's worthwhile to invest in, and, what should people bear in mind when they submit something like that?

Raja: Ok. When a person who's looking to use the yellow pages, they're not doing it for fun. They're looking for a solution for their problems. They're going to choose someone to help them fix their probs. But, here's what makes it difficult for those people to choose: Most of the ads for your product or service, are just plain crappy and a waste of money. What's funny is that a lot of business people fuss and squirm when asked to invest in a sales letter or an ad, when they have no hesitation in putting down a sizeable amount for a yellow pages ad. And, how does a person know if their ads isn't working? All they have to do, is ask themselves how many leads have I got from that ad, and, how many turned into paying clients? You'll be surprised how many can't even track that little bit of maths.

Jeff: True.

Raja: The simple things that'll put you head and shoulders above all those advertising in your section, are as follows; Having a compelling headline, stating your USP, providing a guarantee, adding a testimonial, stating your offer, putting a tracking code for the ad, adding a free phone number, adding a photo, having bullets in the ad, using most white space with copy, making a call to action. You have those in your ad, and you'll see an unusual response as compared with the ad that has very few, or none of the things mentioned above.

Jeff: That's a great list. It seems that many business owners get duped into having their yellow pages ad, or ad in any publication for that matter, based on the ad reps comments. It's as if....

Raja: Sorry to jump in there like that Jeff

Jeff: That's really all right. Go ahead.

Raja: You're absolutely right Jeff, when the ad rep calls, or, gets to know that you're changing your ad, you'll hear stuff like, " oh, you should have a lot of white space, and, your ad looks very different to all the others in the publication, why not alter it here, etc.

If that happens, you know you're onto a winner. You see, if things seem really different to the rest, that you may upset other advertisers because of your ad, that's all the more reason to fight to have it placed exactly as you want it. Oh, another thing, you can't sell or inform, with plenty 'white space'!

Jeff: Yes, that's right. As we're coming to the end of this really quite eye opening call, what do you feel business owners, entrepreneurs, those who write copy for clients, should all be focussing on, in terms of their advertising and marketing materials, messages, promotions, etc?

Raja: First thing, know your target market, the audience you want to influence, sell and sell again to. Know everything you can about them; their fears, aspirations, their habits, preferences, thoughts, etc. Next, know your product or service, and state what are the biggest advantages, the biggest benefits that a person who uses your product or service, will get or receive. Next. Craft a sales message that's exactly matched to the wants, desires, needs, frustrations that your customer wants fixing. And, deliver that message in a way that gets the biggest impact and the highest quality response from those you're trying to reach. Again, it's not the quantity, more than the quality. Getting 70 highly qualified prospects to respond, is infinitely more profitable and productive, than getting 700 to respond, where you'll have to then sift, sort and screen all those who may be best suited. The key: Tightly matching the advertising and sales message to those most likely to respond. And, once you've got a happy, contented prospect, you'll be wise harvesting that relationship with on going communication that keeps you high in their thoughts, and, will more likely spend with you time and time again. No better feeling, right?

Jeff: Raja, I want to say that we've run out of time, and we're right against the wire. I'm sorry that we couldn't take any calls from the audience, though I know you've given a lot of useful, practical information that people should go and implement immediately. Raja, if people want to contact you, if they want to hire you, if they want to see what a direct-response, copy oriented website looks like, where should they go, even though I think I mentioned it earlier in the conversation.

Raja: People can go to www.RajaHireker.com

Jeff: You wanted to let people know about a special report Raja. Why don't you tell our listeners about it?

Raja: Oh yeah, if you want to fully realise the enormous potential of having compelling marketing messages that drive your business, then I want to send you a report called "How A Sales Message Can Make Any Business... RICH!" If you send me your snail address, mentioning that you were on the Copywriting Call, and send it by FAX, on 0208 764 1085, I'll send it over to you. As it contains a chunk of metal, it can't be sent electronically. Thanks.

Jeff: Oh, Raja, before you go can I sneak in another another little question?

Raja: Sure Jeff

Jeff: Tell me, many of our listeners are using the Internet to generate leads, sales, etc. How does writing copy for the web, differ than if it was on line?

Raja: The basic emotions of the reader are the same when they read a sales message, off line or on. Though, unless the copy is being printed out, and then read, the 'emotional reaction, the feeling of a personal communication, is lost.

Though, although saying that, the Internet is a perfect direct response Medium
It's more natural than we can ever understand. It's a natural medium that's why
mastering how to write effectively and compellingly, is vital.

And what we've gone through today absolutely applies to writing for the
Internet.

Jeff: I'm intrigued! Once again, thanks for taking the time to share some valuable
information with us.

Raja: Thanks, I enjoyed it.