

The KEY DRIVER TO BUSINESS GROWTH; DIRECT RESPONSE MARKETING

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For Serious Growth Obsessed Business Owners, Entrepreneurs & Marketing Professionals Only

"Advertising/marketing, once a gamble, has thus become, under able direction, one of the SAFEST of business ventures. Certainly no other enterprise with comparable possibilities need involve so little risk" -

Claude C. Hopkins, Scientific Advertising, 1923

There is no legal reason, law or statute requiring advertising and marketing communications to be boring, ineffective, wasteful or sloth like.

*"I have seen one advertisement sell 19 ½ times as much goods as another." John Caples This statement dramatizes the gigantic difference between good advertisements and bad ones. You will increase your chances of writing good ones if you read this book, and commit its conclusions to memory". **David Ogilvy on writing the foreword to Tested Advertising Methods by John Caples.***

*"There is more incompetence in the advertising and marketing professions than probably any other profession, except for possibly psychology and psychiatry". **Gary Halbert.***

"That letter you did... we are seeing conversions at 7.8%..... It is like a train...I've never experienced anything like this in all my life. That letter...I'm just dumbfounded".

Isaac Jon - Ganston Reed Publishing

"Raja knows more about the techniques of persuasion than nine out of ten copywriters. He has a winning style, great determination and unusual ingenuity." DRAYTON BIRD - Author Common sense Direct Marketing & Sales letters That Sell and Former International VP & Creative Director O&M Direct

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How to formulate a direct response marketing *mind*

Unlike becoming a Doctor or a Lawyer, where there's a set path of instruction, a set curriculum to learning and development, a foundational structure to the profession along with, a systematic ladder of progression - there *isn't* however, a clear, logical or obvious direct path to becoming an advertising or marketing professional, especially one steeped in direct marketing and direct response fundamentals.

When the godfather of direct response copywriting - Claude Hopkins - was asked about the many books that purports to teach advertising... and, what his opinions of them were; Hopkins said... BURN THEM!

In fact, many 'direct marketing giants' were self-taught or learnt the skill whilst on the job. They apprenticed under someone who knew the ropes. Rarely did a direct response marketing genius come via the formalised academic, institutionalised route.

Personally, I did in fact acquire a post graduate qualification from the Chartered Institute of Marketing, though quickly found that the instruction and guidance received wasn't what I would class as being practical, street savvy, the kind of direct response marketing & advertising skills I was deeply interested in acquiring.

And so, that's when I set about collating and collecting the best direct mail and display advertisements I could find. And then, copied each ad out by hand. Writing for hours until the ink ran dry, until the empty notebooks were filled, until the calluses on my fingers to look like fat cherries.

The very act of writing out these proven profit pulling adverts written by master persuaders in print – *Ogilvy, Hopkins, Caples, Collier, Schwartz, Schwab, Kennedy, Halbert...* was the best learning I received because slowly but surely, my mind and brain was starting to get that neurological imprinting from the adverts and promotional copy I was writing out by longhand.

Writing good copy comes from reading, great copy!

Without doubt, the writing of great *proven* adverts in my own handwriting was *key* to my own progress. So too was devouring the books written by these direct response giants.

Their direct marketing books are *still* my constant companions and whilst I find myself re-reading a

number of them for the umpteenth time, it seems this skill, the skill of reading and then applying their hard won wisdom, their effective cash flow secrets and strategies all contained in such priceless books, are stupidly and ignorantly tossed aside by those looking for quick-fix marketing magic, for the new shiny marketing object that seems to be all too common today, rather than being grounded in direct response marketing *fundamentals*.

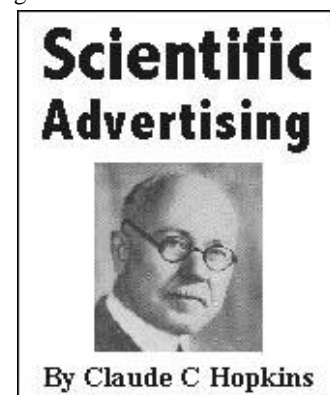
The direct marketing & copywriting books that can change the fortunes of ANY business owner, entrepreneur, marketing exec or ad agency.

Listed below (in no specific or deliberate order) are books I've found to be more than helpful in accelerating my marketing knowledge. I feel the same books can help any business owners, entrepreneur or any advertising agency or marketing consultancy to create exceptional and unusually responsive advertising and marketing communications.

Ogilvy on Advertising – David Ogilvy
The Robert Collier Letter Book – Robert Collier
Tested Advertising Methods (4th Ed) - John Caples
Scientific Advertising – Claude Hopkins
Confessions of An Advertising Man – David Ogilvy
How to Write a Good Ad – Victor Schwab
My Life in Advertising – Claude Hopkins
Secrets of Successful Direct Mail – Richard Benson

There are many powerful lessons contained inside each publication listed above. For example; inside the book *Scientific Advertising* by Claude Hopkins, you'll find the following short chapters; each one being a master class in creating the kind of advertising that sells.

- 1. How advertising laws are established**
2. Just salesmanship
- 3. Offer service**
4. Mail Order Advertising- what it teaches.
- 5. Headlines**
6. Psychology
- 7. Being specific**
8. Tell your full story
- 9. Art in advertising**
10. Things too costly
- 11. Information**
12. Strategy
- 13. Use of Samples**
14. Using distribution
- 15. Test campaigns**
16. Leaning on dealers
- 17. Individuality**
18. Negative advertising
- 19. A name that helps**
20. Good business



There may be a number of outdated terms contained in the book. However, that aside, I submit that the above book contains enough valuable information to transform the marketing exploits of any business, for the better; despite the fact that this book was first published in... 1923!

“Nobody should have anything to do with advertising until they have read this book (Scientific Advertising) seven times. It changed the course of my life”

DAVID OGILVY

THE FOUNDATIONAL FORTRESS TO CREATING EXCEPTIONAL & BELIEVABLE ADVERTISING – RESEARCH

Poorly crafted, poorly constructed advertising has its foundation rooted in poor, inaccurate thinking along with sloppy and lazy application. With the results of course, being governed on sheer chance, guesswork and helter-skelter incompetence.

The solution to creating effective, responsive, interesting and compelling advertising communications is *research*. It's like having to become a copy and emotional detective, on the trail to solving a mystery. What elements need to be researched? There are many. However, for brevity, the following key research areas.

The product. The customers or target market. The marketing strategy or campaign

And great research comes from being able to ask the right questions; *intelligent, meaningful, insightful questions*. Let's see the kind of questions that can lead to product, marketing and strategy *breakthroughs*.

PRODUCT

- Why is the product made the way it is?
- **What problem was it designed to solve?**
- How is it made?
- **How can it be made better?**
- What's unique about it?
- **What can be taken away?**
- What are the differences in it compared to competitor's offerings?
- **What difficulties do customers have in using it?**
- What are the drawbacks in it?
- **How many different versions of it can be offered?**
- What are its benefits?
- **What are the inherent *truth points* of the product?**

THE CUSTOMER

- Who is the ideal prospect for this offer?
- **What are their demographics/psychographics?**
- What keeps the customer up at night? (*what fears, concerns, problems or issues are they having to deal with?*)
- **What would be their possible reasons for *not* buying that we haven't previously realised?**
- Who ultimately makes the buying decision for the product?
- **What service levels/systems have we in place to support buyers of the product?**
- What other markets have we simply bypassed who could be ideal for us?

MARKETING STRATEGY

- How is this product going to be sold?
- **What does the marketing plan/sequence look like?**
- What are the time frames for each part of the plan?
- **What media formats are being considered?**
- Who is being assigned what roles in the execution of the plan or campaign?
- **Have we used a similar strategy before?**
- Who else has used a similar strategy and what were their results?
- **What is the follow up product or service and how will it be integrated into the marketing plan?**
- What's the strategy for dealing with returned products/or complaints... and to turn it all around and have them become raving fans in the process?
- **What are the possible road blocks that may hinder the marketing strategy from being implemented?**
- Is the copywriter capable of designing and then ensuring implementation of the marketing strategy, takes place?
- **Who has to ultimately give the green signal for the marketing strategy to be live?**
- Can the whole process be washed, rinsed and repeated?

Thorough deep research is the *workhorse* of all good advertising and promotional activities. Its importance is *directly* linked to results received.

It's here at the research stage that shortcuts are taken. *Why?* Because it involves *work*. Lots of it. For some reason, it's more appealing, more sexy, more attractive to pull a creative idea out of thin air to eventually run with, rather than pore through the relevant materials, books and publications, the reams of research material, piles of competitor information, various customer analysis information... it all takes diligent, disciplined, devoted work.

Amateurs and incompetents shun the very idea of thorough, investigative research. They're interested in bathing in the applause, in creative awards, hailed as geniuses... irrespective if anything gets sold or not.

Taken from Claude Hopkins' chapter *Just Salesmanship* from his book, *Scientific Advertising*;

"...ads are planned and written with some utterly wrong conception. They are written to please the seller. The interests of the buyer are forgotten. Once can never sell goods profitably, in person or in print, when that attitude exists...?"

Ways to think like a prospect and NOT like a marketer

I have found through conducting my own experiments, in experimenting and testing on behalf of my clients and by analysing the marketing and advertising efforts of multiple promotions, direct mail communications and through the plethora of online promotions, ONE KEY ELEMENT putting a dent in the responsiveness of many a marketing promotion is the fact that most marketers and copywriters **think and act** like marketers and NOT like a prospect.

What does that mean? It means that...

Much marketing, advertising and communication efforts are primarily focussed on the ego and pomp of the company or business, telling how great they are, telling why they're the best... *rather than focussing* on what the customer or prospect actually wants, what solutions they're after, what their fears, concerns or problems are, why they're dissatisfied with all other comparable alternatives that we, the business, have made the time to find out the answers to.

Customers, prospects, clients and patients aren't necessarily enamoured or primarily concerned with the company, the business or the product; **they first and foremost want to know what is in it for them if they take advantage of the offer, the product or the service...** *how will they benefit... how will their lives be made better... what's the advantage for them... what will they gain... how will their lives improve...*

Serving, helping, bringing solutions, digging for answers, bringing benefits, creating results for your target market or prospect group is the best way to connect, to create a sale. Anything else is ego-based folly, self-aggrandising entertainment. *addresses the sheer disbelief many will feel in the stated earnings mentioned in the original letter. So by expanding the time frame with which the money can be earned, it plants a reasonable though still exciting seed in the minds of readers).*

Examples of advertising where the focus is on the company, along with suggestions in how to have the customer or prospect be at the centre of the communication universe.

Here's an ad for a high profile Investment management firm, as seen in 'THE WEEK' (Autumn 2013)...

**Are your investment goals average?
No, neither are ours**

They also used this version for the same services, in another publication:

**If your investment isn't active,
what does it actually do?**

My alternative solution:

7 ways our fund managers outperform the competition to help reach your investment goals, faster.

Here's an advertisement for a digital and data driven training company, where 9/10ths of the full page ad was the following... (Database Marketing-September 2013)

**Data skills are in demand.
Make sure yours are the sharpest**

My alternative solution:

"Special report reveals how you can command higher pay, enjoy greater prestige and be more in demand than ever by adding data driven marketing skills to your professional marketing tool kit..."

Here's a direct mail advertisement selling a course in Trading the world financial markets...(received Oct 18th 2013)

Discover The Secrets of Making up to £100 to £2000+ per day Tax Free, Trading World Financial Markets

My alternative solution:

How Almost Anyone (Even With No Prior Experience) Can Earn An Additional £100 to £2000 or More a Week Without Giving Up Their Day Job and by Spending Only a Few Hours a Week Using This Proven Exciting Plan

(This headline takes away the whole mind numbing idea of trading in the complex world of the world financial markets and instead, brings the whole attention and focus from the prospects point of view, to their circumstances – especially as the letter is being sent to some who know absolutely nothing about trading the world markets. It also believability, and trust in the product. It was all spawned by the BIG IDEA.

"In Smart Companies the marketing department exists at the top of the corporate and business pyramid. In dumb companies and businesses, top execs or business owners fail to understand the supreme importance of sales and marketing - or worse; they see it as a "necessary evil"

CLAYTON MAKEPEACE

The Heart and Soul of Great Advertising – a BIG IDEA

"Unless your advertising is based on a BIG IDEA, it will pass like a ship in the night"--
DAVID OGILVY

Copywriters, advertising and marketing consultants, of all stripes and colours are *everywhere*. What's rare, however, is a direct response thinker with an abundance of BIG IDEAS in their arsenal.

Without great marketing and *effective* direct response driven sales-copy, the vast majority of products and services never get sold in the quantities they should, never creates the deep fascination, curiosity or intrigue in the marketplace for their goods and services. In fact, if you carry out your own investigation, you'll find many products find their way to the product graveyard because of never quite having the *voice* to activate those... BIG IDEAS.

There's a huge difference between creating **bold, intelligent, measurable campaigns and promotions**, than something that has been developed on a whim and a fancy, something stitched together without any reasoning, system or structure ... there's a huge difference between the two.

Big Ideas To Be Inspired By:

NANCY KWAN

Skin Crème is skin crème. However, the genius 'twist' behind Nancy Kwan's skin crème was in the **bold and outrageous guarantee** offered to all purchasers through the tv and newspaper ads for the product;

"If your friends don't actually accuse you of having a facelift, return the jar to us, no matter how much crème is left in the jar and we'll promptly return 100% of your money, no questions asked"

How could they offer such an incredible guarantee? Because of total belief and conviction in the quality of their product, the advertising of the product created *conviction*.

GUINNESS

How do you create a central selling idea for Guinness? Well, David Ogilvy created... "*The Guinness Guide to Oysters*"... a publication telling of the fascinating foods eaten with a pint of Guinness.

The guide was a super success and following on its heels were other guides for *game birds, cheeses and a variety of other foods* that go well with Guinness. If all Ogilvy did was to compare Guinness with other similar beverages, it would not have commanded the intrigue, curiosity and informational quality these guides generated.

HATHAWAY SHIRTS

What do you do when you have a shirt to advertise and the market place is thick with competitors? Without there being a compelling difference in the advertising, the company would be swallowed up in the cut and thrust of the market. **So how about the outrageous idea of the shirt being modelled by a man with a black eye-patch on one eye?**

However, far from being radical or instantaneous, the idea was number 9 and number 18 on various lists containing other possible ideas. Now what happened when the ads ran with a man modelling Hathaway shirts along with a black eye patch? With the first insertion, **every Hathaway shirt was sold out within a week**. The advertising copy for Hathaway shirts tells the truth by making the truth, *compellingly interesting*. Certainly, the bold, BIG IDEA, paid off, *handsomely*.

DENTAL & CHIROPRACTIC SEMINARS & TRAINING

A business wanted to enter the dental market, providing the market with training, coaching and marketing, though quickly realised there were many existing organisations in the seminar industry already and as such, had to create a central BIG IDEA that would differentiate themselves in the market place to gain instant credibility.

So what they eventually came up with was a positioning statement that had the company being recognised as the leading authority in the field. Their positioning statement read; "*The Only Seminar and Training Organisation for Dentists and Chiropractors.*"

With that key BIG IDEA statement, *with the genius stroke including and mixing chiropractors and dentists together*, they dominated the dental and chiropractic marketplace for over a decade. They made themselves impervious to competition by creating a position in the market place where they were the ONLY players in that arena. They created a very tight differentiation by matching their services to a tightly identified niche and making themselves *magnetically appealing* to that audience.

A VERY BIG IDEA contained within the headline;

“Wife Of Famous Movie Star Swears Under Oath Her New Perfume Does Not Contain An Illegal Sexual Stimulant!”

(The ad inserted ONE TIME got over 7,000 people to come to the Hotel Plaza during a weekday afternoon causing crazy traffic jams and many others to be locked out of the perfume launch)

Current Advertising Not Utilising Valuable Direct Response Advertising Techniques and Methods

Unsurprisingly, ineffective, poorly constructed advertising is the norm, rather than the exception. Open any magazine, browse through any newspaper, watch the commercials on the television, scrutinise the promotions and ads you see online -- when you do, you'll see, first-hand, numerous examples of ineffective advertising. What you'll observe is the sheer waste of money because of low levels of effort, skill and expertise of those in charge of applying and implementing advertising and marketing.

Problem promotion - Continental Tyres are the sponsor company for the England football team, as shown on Sky television for the recent 2014 World Cup qualifying games. At the end of the tv commercials leading up to the qualifying fixtures, as well as being shown at half time (and in the review and highlight programmes) there's ample opportunity for Continental to *sell*. Which of course, *they don't*. Of course, there's a fancy jingle and mention of the tyre company. And, that's it! Would I be influenced by that short pithy attempt to get me to *see* Continental Tyres as being *MY* tyre solution? Flatly, *no*. It wouldn't. And that could be the problem companies and businesses with deep pockets; *there's no accountability, no measurement, no minute inspection* into how each ad or media entity performs. And because of that lack of accountability and attention, they'll not know how to *better* performance.

A SOLUTION:

Now what would happen if those running the marketing and communication activities for Continental Tyres, decided to let the viewing audience know that... if they visit a special webpage, not only will they receive special 'world cup football updates' from Continental, they can also be in line to receive a FREE 2014 world cup football, in exchange for their email address. The receiving of the football is dependent on the viewer printing off a special voucher along with giving the viewer a well written report blending in football, driving and reasons why Continental Tyres are the best tyres they could purchase, giving various proofs and credibility factors that are already built into the product. Also, special money discount vouchers are offered which they can take to any participating Continental Tyre dealer. This simple shift in thinking about the prospect, and customer and in bringing them tangible benefits, rather

than simply choose, the ego based image type advertising many businesses opt for, is what makes the difference in campaign profitability, not forgetting to mention the life time customer value of each new customer that is acquired through this strategy.

Problem Promotion – Honda Jazz is currently (Oct 2013) being promoted via radio promotion spots during various times of day. The ad's *voice over* spokesperson packs a rather drowsy voice, giving the unconscious link that the car is a drowsy, boring product. The radio commercial carries on with a story about a sheep being transported in the vehicle for some 1700 miles. And, that it's not the HONDAY WAY to make a great deal about singing the merits of the car.

Flatly, that information is a total waste. There's no inherent value in it. It's ineffective from a direct response marketing point of view. It costs money to run. It most likely has marketing execs from other car manufacturers rubbing their hands in glee at what their competition is up to!

A SOLUTION:

*The success of any marketing communication, whether printed, visual or audio based, is in the **MATCH AND ALIGNMENT between the communication message and the target audience's desires and wants.** Honda would be better off in selecting a more appropriate 'voice' for the radio commercial promoting the Jazz. They would be better off **NOT** trying to make the connection and transition between the animal being transported in the car for all that distance and in fact, by giving examples of how **PEOPLE** are using and enjoying the vehicle, would have more meaning. By telling listeners exactly **WHAT** the Honda Way is, will provide an opportunity to state exactly what Honda Stands for and so embedding Honda's USP in the minds of the listening public. Airtime is like 'prime-location-land' used in creating an ad. It's precious. And as such, each word must justify its existence. **The aim of an ad should be to gain a response of some kind.** A drive to a website where in exchange for their email address, listeners can pick up a replica Honda Jazz model for taking a test drive. And because of gaining the email address, Honda now has time and permission to deliver powerful compelling selling and education based information. Of course, if the information and communication is ineffective, boring and purely being sales based in nature, the whole effort would have been wasted.*

Honda's email promotions are also - from a prospect's point of view - a non-event. Lifeless and lacking appeal. Honda founder Soichiro Honda, would be tossing and turning in his grave because of the obvious sophisticated automobile engineering and innovation he established, is being backed up by weak, limp, lacklustre advertising and marketing efforts. Great products. Lousy advertising and marketing.

For more ideas and strategies in how to fix BAD marketing, go to: www.FixingBadMarketing.com

How to Smash the Current *Control* of a Your letter, mailing, website or other promotional piece.

Whatever promotional letter or marketing communication piece you currently use to acquire new customers, clients or patients, whatever communication pieces you use to sell *additional* products or services to your existing clients, customers or patients, they can, with certain change, tweaks and adjustments, be made to boost response, even higher.

The KEY; *Testing*. When you begin to *test* certain variables in your marketing or promotional pieces, you will find certain ways of saying one thing over another will generate quite a different response. One way of stating something of demonstrating something, of formatting something, will pull a completely different response than another way.

For example; one headline can out pull another headline by up to 21 times or more. However, as you'll see, it's not just the copywriting alone that will boost response. There are a number of variables to look into.

10 Ways to beat the performance of your current advertising or marketing efforts.

1. Focus the communication on the prospect or customer *instead* of on the company or product.

(you'll have seen this elaborated on inside this newsletter where I talk about think like a prospect, not like a marketer)

2. Change the headline into a benefit based headline instead of a headline having no meaning or no specific interest or curiosity. *(Aimless, non-specific, wandering generality based statements fly over us like water off a duck's back.)*

3. Make the Copy conversational and personal instead of it being cold, authoritative and impersonal.

(we read and engage our senses in something we like reading about, that has us feeling good, that resonates with our emotions, that empathises with our concerns, our worries)

4. Format the ad (or letter) to look like an article or ensure it has an editorial type feel and look to it.

(Most ads and marketing communications are looked on as crass, wasteful solicitations. Editorial type articles and promotions are perceived and treated as being informative and educational - and therefore, has much higher readership than the same piece structured as an obvious advertisement)

5. Putting LIVE stamps on an envelope instead of a printed metre mail indicia will boost response in getting the letter opened. *(Advanced strategy; putting multiple LIVE stamps will boost response even more!)*

6. Clearer focus in WHO is receiving the communication. *(Invariably, a better response can be enjoyed when a more scientific analysis is made in terms of selecting a better, tighter, more focussed group of qualified prospects for the mailings or communications. The WHO is vitally important)*

7. Re-adjusting the offer by making the additional premiums or bonuses the main reason for buying, rather than the original offer. *(Many times, the premiums or additional gifts or bonuses for buying are considered so valuable and desirable that switching the promotion and leading with the premium can boost response)*

8. Include a guarantee that's bold, personal and joyfully stated. *(Majority of guarantees are rather cold, institutionally worded, not perceived as being of importance or of value. It doesn't act as a reassurance to the purchase or to the buying experience. For example; there's a huge difference between saying money back guarantee... than it is when saying... "...if your friends don't accuse you of having a face lift, I want you to return the jar back no matter how much cream is left in the jar and you'll get 100% of your money back, no questions asked.")*

9. Restructuring price presentation. *(If you test spreading payments over a specific time frame V a one-time payment, you'll find a boost in response. If you test the strategy that credit cards won't be processed for 30 days, you'll see a boost in response. If you compare adding additional premiums and bonuses and then INCREASE price, you'll see a change in response.)*

10. Add a grabber or an involvement device to the promotion. *(Attaching items - for example - coins, band-aids, keys, playing cards, packet of aspirin... can add a bumpy surprise involvement element to communications. (Curiosity, wanting to know what's inside, is a wonderful human trait). In an advert or online promotion, the inclusion of a demonstration or quiz or, a before and after type scenario can bump up and boost response.)*

Gaining higher and higher response is rooted in testing. Underperforming marketing assets can be made to work more efficiently and more effectively... with the right thought and application.

Hiring the wrong marketing help could be injurious to your business and... to your health

"I think there's more incompetence in the field of advertising and marketing than almost any other profession, except possibly that of psychology and psychiatry"

GARY HALBERT – pioneering direct marketing legend and world class copywriter

Taking into account the above quote (which I personally believe it to be a very accurate quote indeed) – here then is an interesting question; *if you're going to spend money in advertising and marketing your goods, your products, your services, your ideas... both to new prospects as well as to your current customers, clients or patients... then why on earth wouldn't you want your marketing & advertising efforts to be the best they could possibly be?*

It's obvious not all marketing consultants, copywriters, advertising agencies are the same – in *knowledge, competence and skill* levels. There's a vast ocean of disparity. And therefore the results that show up.

The advertising masters - Ogilvy, Collier, Hopkins, Schwartz, Caples... **they set the benchmarks, they set the direct response and direct marketing standards** for all to emulate and be inspired by. Yet, interestingly, after all these years, even though their works are *still* available for all to model and emulate, many do very little to study and apply their successes.

Ogilvy's campaigns and advertising successes (*which were many*) are freely available for all to study, be inspired by, to incorporate into one's own promotions. Sadly, many professional marketers are bent on creating the outlandish, the outrageous, the untested, the revolutionary – though, *without* adhering to or applying the basic rudimentary advertising and marketing fundamentals – as laid down by the giants of the advertising giants.

In fact, anyone who has something to sell can learn a huge amount from Ogilvy, (*and can certainly pass this message to those responsible for the marketing, advertising and sales functions*) - here's a little of Ogilvy's thinking when it comes to advertising -- ***"I do not regard advertising as entertainment or an art form, but as a medium of information. When I write an advertisement, I don't want you to find it 'creative'. I want you to find it so interesting that you buy the product..."***

As simple and as straightforward that instruction is, the message seems to have been lost on many. If you're a business owner, entrepreneur or marketing executive, I think you'd rather count the money rather than rack up the applause and awards...*would you not?*

How can you tell if the marketing help you're after is worth hiring?

A solid marketing thinker and direct response copywriter should be able to do 3 things for you.

1. Create marketing assets
2. Solve problems
3. Create additional streams of income

Hiring someone who merely *writes*, LIMITS your income, your growth, your possibilities.

Below are **10 things** you can begin today in order to boost, bolt, ramp up and improve the overall effectiveness of your advertising and marketing efforts and therefore, *net you higher profits in return!*

1. Have everybody who is connected with your advertising and marketing, read, and then re-read David Ogilvy's classic "**Ogilvy on Advertising**"
2. Focus marketing efforts on customers and sales; *not* on winning awards.
3. Create Direct Response advertising and put aside the institutionalised, image based advertising.
4. Make every word of sales and promotional copy, earn and justify its existence.
5. Make every employee directly responsible for the advertising and marketing function, justify their existence.
6. Let customers experience a '*celebration*' when buying your products, goods or services.
7. Create follow up communications that are as important and as heart-warming as sending an "I love you" letter to your mother.
8. Work out the average lifetime value of each customer and adjust your marketing and advertising spend to reflect that magic number.
9. Dissect your customer database and create irresistible in-house promotions to each customer segment within the database.
10. Make sure the marketing story about your product is unique, compelling and un-replicable by anyone else.

Are you interested in enjoying similar or proportional marketing results like these?

****Doubling the membership subscriber base helping a business education owner enjoy £25-40k a month... *continually*****

****Creating strategy, marketing assets and COPY allowing a Practice to be sold for 6 times the initial buying price and have the practice be the 2nd highest earning out of 3000 ****

****Created the foundational launch strategy, COPY and marketing assets enabling client to acquire clients to then sell £5million worth of food and entertainment services via specialised client retention systems****

****Created informational sales letter allowing client to notch up mid-six figure sales... (he could have *tripled* his business by creating back end products and services to sell those customers, but chose not to)****

****Created launch strategy, marketing assets and advertising COPY to help client create over ¼ million pounds in 17 days****

... if so, get in touch and we can have a conversation about it. 07903 905 802. Raja.hireker@gmail.com