

Successful Copy Review 📝

What Type Of Copy Is This? (DIC, PAS, HSO, Long Form, Email Sequence, Facebook/Instagram Ad)

- [Direct Mail / Advertorial](#)

What was the objective of the {Profitable Advertising}?

- Get business owners to call a number and request to buy newspaper space for their ads.

Where did it fit in the “funnel”?

- Warm Audience -> Email/Letter -> Solution Aware Audience -> Stage 4 Sophistication Play -> Smooth “Call Us” CTA -> Call -> Buy newspaper space.

Top Takeaways

- I'm doing a line-by-line breakdown for full comprehension.

- *Dear Friend & Subscriber,*

Over the course of my career, I've written a veritable bushel of full-page newspaper ads. In fact, as mentioned in last month's letter, someone once calculated that if all my ads were being run by just one company (instead of separate clients) that company would be the third largest newspaper advertiser in the United States.

- Always opens up with a warm greeting to establish rapport and engage in a peer to peer conversation.

- Sets the main topic of the conversation and immediately introduces his expertise to increase credibility and make the reader trust what he's talking about.

- Creates a vivid comparison based on his experience in the field of advertising to have the reader believe he is a skilled professional.

- Just behind Delta Airlines, they told me.

- Enhancing the movie in the reader's head by matching previous experience with importance.

- Could that be true? I really don't know. It sounds a little far-fetched to me. However, one thing is sure: There is an excellent chance you can use what I've learned about how to make newspaper ads pay off to make yourself (or your company) a real bundle of money. Do you have a direct mail promotion that's working? If so, and especially if that direct mail package has wide consumer appeal, you should definitely consider giving daily newspapers a test.

- Comes off as humble to further establish credibility and earn the audience's sympathies.

- Shifts the focus to WIIFM for the reader to keep the attention going and prevent friction.

- He's teasing his insider knowledge and he's attaching it to a tangible desired outcome the reader has.

- Calls out his target audience by qualifying them with a question, then adding up additional info to really narrow down the circle and make the reader know he's directly talking to him.

- Introduces a better version of the current known mechanism to peak their interest, although certainty levels are pretty low at this point and the first objections might appear over here.

- *It's easy. First of all, your copy is already written. All you've got to do is "reformat" your direct mail package so it is suitable to run in a paper.*

- Reducing the effort and revealing some information around the mechanism to keep the intrigue going, while creating additional questions in the head of the reader.

- *"All I have to do, huh? But how do I do that?"*

- *Not only is it easy, it's also cheap. If you know what you're doing, you can run a full-page ad in a good test paper like the "Los Angeles Herald Examiner" or the "Fort Lauderdale News Sun Sentinel" for less than \$3,000.00.*

- Stacking up value by lowering the perceived cost and addressing the most common objections like:

I don't have time.

It's probably too hard.

I don't have the money.

- Giving out specific examples to back up his claim and match their previous experience with importance in order to increase trust and certainty levels.

- Gary's creating a knowledge gap by connecting the low effort and sacrifice to a teased skill, which will get the reader to want to learn more due to him wanting to take advantage of the opportunity to satisfy his intrinsic survival needs.

- And, not only is it cheap and easy, it's fast! If I'm really motivated, I can often take a direct mail package I receive from a client on a Monday, and have that package reappear as a full-page ad on the following Monday, just six days later.

- Third value stack and common objection demolition.

- Once again, he's painting a clear picture in the reader's head to amplify the example and showcase the possible benefits they stand to gain.

"Wow, can it really be done in six days?"

- And you can read your results fast too. If you accept phone orders, you can often tell whether or not you have a winner the very same day the ad runs! And, even if your customer can only respond by mail, it will still only be a few days before you have the answer.

- Reducing the time delay to present this solution as the fastest way to achieve the dream outcome + addressing an objection regarding a special scenario, where the reader might think *"This won't work for me, because of X."*

- So, with all this going for it, why don't more direct marketers use daily newspapers?

- Addressing the most common objection that might appear.

- It's the same old story: They don't know how. And neither do the ad agencies they hire to help them either. Did you know there is not one ad agency in America that knows how to insure maximum readership from a full-page newspaper ad? I'd just love to be challenged on this. If you think I'm exaggerating, just stop reading for a moment and take enough time to call your current ad agency (or any agency in the phone book) and ask them how to do it. Then, compare the info in the rest of this newsletter with the garbage you just heard on the phone.

- Revealing a major roadblock that will position Gary as an expert in a field where all others fail to excel.

- He's giving the reader an option to remove his doubts by providing options that will lead to Gary's point being proven. You can sense the certainty and the confidence in his words, even though it's on text.

- PLUS. The alternative Gary gives them takes too much effort at the current moment and the reader would prefer to just trust him.

- *"If he's willing to go that far to prove his claim, then he must have a point."*

- He's coming from a position where the reader is already suspicious of ad agencies and their expertise, so it's like he's introducing a common enemy and is amplifying their current pain of spending too much for less results.

- But so what? You didn't subscribe to this newsletter to learn my opinion of ad agencies, did you? So, let's get to the heart of it. Listen: It has often been said the three most important factors in choosing investment real estate are (1) location, (2) location and, (3) location. I think that's probably true. And, when it comes to running ads in newspapers, a similar precept needs to be held in mind. Namely the most important factor of all is..

- Reducing friction by making sure he doesn't come out as petty or salesy + gracefully transitioning to his mechanism, after he has shifted their beliefs and convinced the reader that the current known solutions aren't effective anymore.

- Gary is introducing a comparison with another famous topic of interest for the target market to trigger a micro-commitment before introducing his mechanism as a similar concept to improve comprehension and remove friction.

- Teasing the mechanism by leaving a cliffhanger to make sure the reader will continue to engage with the copy.

- **Position! Position! Position!**

- *"What does he mean by that?"*

- *"Of course, that's obvious!"*

- Hark unto me. The #1 reason people don't respond to a newspaper ad is because they don't see it! Daily newspapers are huge. Many of them are several hundred pages thick. In fact, a recent edition of the "L.A. Times" contained 405 pages!

- Introducing another hidden roadblock that the reader might not be completely aware of to create an "Oooh/AHHH" moment in the head of the reader.

- Proving his claim by using vivid imagery of an average newspaper's length + including a famous newspaper's name to match their previous experience with importance.

- *"Oh, wow. I never thought about it this way. He has a point."*

- Whooee! You sure could get lost in there, couldn't you?

- Maintaining a friendly tone to create a feeling of having a peer to peer conversation and establish rapport and trigger another macro-commitment.

- *"Sheesh, you got that right."*

- Now look, if you ask a normal (dumb) advertising guy, where in the paper should you run your ad, he'll probably reply by asking what you are selling. Then, if you are selling a sporting goods item, he'll tell you, you should run in the sports section. And, if you are running an ad for an astrology book, it should go in the horoscope section. And a cookbook should go in the food section.

- Gary aims to put the notion that normal advertising is “dumb” to further promote his mechanism as unique and “out of the box”. His audience is probably people who have been misled by ad agencies in the past and have suffered bad results.

- He's talking about scenarios they have already experienced and he's using the momentum to explain why it doesn't work the way they would want it to.

- This paragraph is stacking up on the previous one where he told them they should call an ad agency to make sure he's not lying. If they have already experienced this scenario then the trust in him would go way up.

- And so on.

- And he'll also tell you that you should try to get a right hand page as far forward in the paper as possible.

- “Yes, that's exactly what he advised me to do.”

- Stacking up more trust. Gary is clearly using researched case studies here.

- Actually, all this is sort of true. But it's a dangerous sort of truth. It can lead to disaster. You want to know what most advertising guys remind me of? It's this: They remind me of a guy who's had three or four karate lessons. You know what a guy like this has learned? He's learned just enough to get himself stomped silly if he ever foolishly decides to darken the door of a tough redneck bar.

- Once again, he's using the momentum and shifting the focus to practical advice, so he doesn't appear petty or salesy.

- Using a metaphor to create a comparison between the reader's current known solution method and completely disqualify it as a reliable source to get the dream outcome.

- A wonderful vivid imagery example including kinesthetic and visual sensory language to create a movie inside the reader's head.

- So true. Anyway, remember how I am incessantly preaching the people of America sort through their mail while standing over a wastebasket? You do remember? Good. Now, here is something else for you to keep in mind:

- First sentence is basically repeating what the reader's saying in his head at the moment to further establish credibility.

- Referring back to an old message probably to trigger more micro-commitments +

moving the focus to the next important point to keep the interest going.

- **As Soon As The People Of America
Sit Down To Peruse Their Daily
Newspapers, They Immediately
Divide It By Sections**

- Triggering a “Why?” in his reader’s thoughts with this hook. He keeps the curiosity going to maintain the engagement.

Tao of Marketing -

Business Objective -

Funnel Mechanism -

1. Who Am I Talking To?
 - a.
2. Where Are They Now?
 - a.
3. What Do I Want Them To Do?
 - a.
4. What Do They Have To Think/Fee/Experience To Do That?
 - a.