

# Basic Essentials You MUST Do To Turn Your Printed Material Into \$ SALES \$ Instead Of Wasting Hard Earned Money

## 1: Brand Identity In The market Place:

There are basic essentials you MUST Do To Turn Your Printed Material Into \$ SALES \$, Instead Of Wasting Hard Earned Money. Let's look at Brand identity first. Your organizations brand identity represents how your company wants to be perceived in the market place. What your company stands for and most importantly, implies a promise to your company's clients and customers.

You need to stand out above competing brands. Customers relate value with quality. If one brand is perceived to be of higher quality than another brand, customers tend to perceive that the higher brand is better value!

## 2: Benefits of Brand Identity:

There are six financial benefits of using a strong brand identity:-

1. Brand identity commands a price-premium.
2. A price-premium creates the perception of quality (you get what you pay for).
3. Perceived quality has been shown to positively affect customer usage. Consumers tend to select brands they perceive to be quality brands. This also connects to repeat buying or brand loyalty. Consumers tend to continue buying brands that reward them with good experience.
4. Perceived quality is the single most important contributor to a company's return on investment.
5. Customers relate value with quality. If one brand is perceived to be of higher quality than another brand, customers tend to perceive that the higher brand is a better value.
6. Perceived quality can be a point of differentiation. Smart companies are continually looking for ways to differentiate their brand's identity from competing offers. Perceived quality can be used to differentiate, and in doing so, enable the company to loop-back to Benefit #1 and charge a price premium for their strong brand.

## 3: Value of Brand Identity:

Companies that increase their brand's differentiation, over competing brands have about 50% higher operating margins on average versus companies that allow their brand differentiation to decrease.

## 4: Exposure

It is a fact that 80% of business owners waste countless thousands of hard earned dollars by taking totally uncalculated chances with various methods of getting their message out there. Unless they know exactly what they are doing, it's like cooking up a big pot of spaghetti pasta, straining it off and the throwing the spaghetti at a wall hoping it will stick. A few pieces will stick. But unfortunately with any such attempt, most of it will fall on the floor and go to waste. This is why a lot of business owners find themselves struggling with better exposure in their market place. And spend lots of hard earned money with little or nothing to show for it. Only to see most of it go to waste.

## 5: WIFM. What's In It For Me?

This is where the "What's In It For Me" factor comes in to play. WIFM.

"When creating effective written material for your business cards, flyers, brochures, posters and sales letters, the last thing that your prospects and readers need to know about is YOU.

The crucial facts that people are looking for are all addressed, either consciously or subconsciously, by the WIFM factor – "What's In It For Me?"

These critical facts are all contained within the BENEFITS of your product or service. Nobody is even remotely interested in how technologically advanced your state of the art equipment is. Or how fast your product operates. Or how many colours it is available in. Or that it took your dedicated team of highly skilled technicians five years to develop. These are all FEATURES.

**FEATURES tell and don't sell! BENEFITS SELL. FEATURES TELL & DO NOT SELL.**

People will only be attracted to you when you show them the BENEFITS of what your product or service will do for them. And how much VALUE they will receive from you.

You must show your readers BENEFITS, BENEFITS and more BENEFITS. This is ALL they are searching for with an insatiable thirst! So naturally it's what you MUST supply them with.

## 6: AIDA: ATTENTION, INTEREST, DESIRE, ACTION.

These four triggers need to be your "shining path to follow" when writing effectively for your prospects and clients.

Grab **ATTENTION**, stimulate **INTEREST**, build up **DESIRE**, urge reader into **ACTION**.

Here are the essential ingredients of any effective and successful sales message:-

**Headline:** grabs your readers attention immediately creating a desire for more information.

**Sub Headline:** reinforces your main headline & confirms to the reader that they need to continue.

**Illustration or Photo:** emphasises the headline BENEFITS and always says more than 1000 words can.

**Body Copy:** begins with a captivating benefit that compels the reader to move on to the next section.

**Following Paragraphs:** reinforces and supports the benefit of the offer you have made.

**Penalty Paragraph:** clearly warns the reader of the consequences likely to follow if they miss out on your offer.

**Company Logo:** and your contact details are ALWAYS left to last as they are not a BENEFIT. By the time your readers have digested all of the above, they will be compelled to discover who you are and how they can contact you!

## 7: Writing Effectively

Unique Value Proposition:

Without a UVP, you're a lost cause and wasting your time and money.

How can anyone tell the difference between your products and services when there are so many other people out there selling almost identical products? How can you persuade your prospects to buy yours, and not one of the countless others that are so readily available out there?

In a competitive and crowded market place, you must stand out from the crowd by appearing different. You need to single out your particular Unique Value Proposition and HEAVE it at your prospect! If you don't, you lose and your competitors win.

What is your UVP? What can YOU offer customers that would specifically THEM?

***Our UVP happens to be our promise to all of our clients, which is:-***

*"I love to work with entrepreneurs who have a passion for market domination, turnover less than \$1M, are frustrated & struggling with business growth, have 5 employees or less, and are working 50-90 hours per week. Yet smart enough to know they need to stay ahead of the pack.*

*As an entrepreneur you can't afford to WASTE money and need to get better results out of hard copy promotions and make SURE that you're every dollar gets MAXIMUM return on investment.*

*If you have been BURNT before and intend going after the best customers, you're going to need a partner with expertise who is "more than just a copy shop".*

*You'll need a trusted advisor able to give you the expertise of a "pre-print marketing specialist" who knows how to sell in print to guarantee your campaign will add \$120K to your business over the next 12 months. And give you an extra 2 hours a day to spend with your family!*

*If your flyers, business cards, direct mail and print campaigns aren't causing a big **THUD** in the bank account, you need help **NOW**"*

We have a unique benefit of being able to offer our clients loads of practical hands-on experience in getting their printed material looking right and reading correct long before it goes to print. This particular UVP always provides our customers with a maximum return on investment (ROI).

The last 5% of what we do here for our clients is send their files to our print machines and produce their printed material. The preceding 95% is preparing it expertly so that the final result will successfully attract customer-sales and provide an excellent return on investment for all of our clients. That is our UVP. Your product or service has a unique value proposition. If you don't know what it is, you definitely need to find it quickly!

## 8: Offers

“What can you offer people which will attract more clients?”

There are many ways you can make your product or service stand out in the crowd.

- Provide a “free safety audit report”
- Deliver same day
- First hour of service FREE if I turn up late.
- Complimentary training included
- No maintenance call-out fee

Here’s a few that we have been using successfully for many years:

- Complimentary “Value Report” based on understanding client’s goals & visions, their business & market place thereby building deep, meaningful relationships with them and their specific needs.
- Identifying their “Niche” in their market place.
- Free tutorials and e-books to help clients understand how to develop their marketing expertise.
- Complimentary membership in our VIP Rewards Club.
- Free photo enlargement with 50 accrued points in every customer’s complimentary VIP Rewards Club membership
- 50% discount on any photo printed on canvas, stretch framed and ready to hang on the wall, with 100 accrued points on the same VIP Rewards Club.
- In the next Lucky Barrel draw, after 500 accrued points, for a weekend for two people at the luxurious Waves Resort, Byron Bay, NSW
- Free photo of choice printed on cotton canvas & stretch-framed when two new businesses are referred to us successfully.

## 9: Putting it all together

Now you need to SIT DOWN & WORK IT OUT

List every feature of your products or service. Put yourself in your prospects shoes and examine every feature. Then ask yourself "What's In It For Me?"

Now ask the same question for each:- "So what?" And write those startling answers down.

Turn all of your answers into BENEFITS and you will soon discover your STRONGEST BENEFIT.

Vegetarian Diets: "No animal fat" is a feature.  
"Suitable for vegetarians" is a **BENEFIT**.

Printing: "Revolutionary double-roll, hydrostatic sheet feeder" is a feature.  
"Prints 10 times faster than other printers" is a **BENEFIT**.

Electric Cars: "Zero emission pollutants" is a feature.  
"No petroleum purchases required" is a **BENEFIT**.

Focus on your benefits to customers and identify your UVP and you'll see a healthy increase in sales!

## 10: Quality Control

Now is the time to give it your best shot and complete the exercises below.

If you have followed this process thoroughly, you should have a recycle bin full of draft copies which have eventually allowed you to produce a refined version which you feel pretty confident about.

You need to make SURE that all aspects have been taken care of to a point that with NO uncertainty, your material IS going to work and give you the BEST return on investment when you send it to a printer, broadcaster, newspaper or the like.

To maximize your ROI, you could send it to Not Just A Copy Shop and we'll give you a FREE estimate on what it will amount to in Value for Money to turn your refined work into MASTER PIECE.

You need a good copy writer, creative graphic art designer and trusted advisor at Not Just A Copy Shop (your one-stop print shop) to give you the expertise of a pre-print marketing specialist who knows how to sell in print to guarantee your campaign gets you a BIG payoff and not a fizzle!

## Exercises:

1. What are the strengths of Brand Identity and why do you need to utilize them?

2. The six financial benefits of using strong Brand Identity are?

3. Why MUST you use the W.I.F.M (What's In it For Me?) technique and concentrate on BENEFITS, not features, when writing effectively?

4. When using A.I.D.A (Attention Interest Desire Action) for effective writing of any sales message, list in order from top to bottom, the essentials of each component:

5. List as many reason you can think of why your Unique Value Proposition is SO important to your readers and then write your UVP:

6. Write all the features and benefits about your product or service. Now take two separate sheets of paper. Title one of them Features. The other sheet should be titled Benefits. By placing yourself "in your client's shoes" and asking yourself "what's in it for me?" transform all your features into BENEFITS and list them on your Benefits sheet. Keep examining the results of each draft version.:

Lined writing area with multiple horizontal lines.

Now you are **READY** to craft a piece of effective written material in to your product or service you are providing. Following all of the steps in this work book will make the difference between attracting people to you and your business so you get a **BIG** payoff and not a fizzle. Versus people tossing unprepared material in their recycle bin, where someone else will make a profit out of your hard earned money.

You can send me your final version at [lou@notjustacopyshop.com](mailto:lou@notjustacopyshop.com) for evaluation. We also have expert, professional copy writers here at reasonable Value For Money rates if you would like the satisfaction of knowing for **SURE** that your work will become a **SMASH HIT**.

Printing is only expensive if you make **EXPENSIVE MISTAKES!**



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