

**Direct
Marketing
Association**

***Creative
Workshop***

Saturday, October 14, 2006

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**What is the difference
between**

3

and

three

?

**Trends for the 21st
century:**

- 1. Increasing informality**
- 2. Increasingly emphatic persuasion**
- 3. Inclusion of validation**
- 4. Promise of fast action**

What is a more emotional word or phrase than:

- commence
- utilize
- omit
- receive
- we would like to
- large
- you incur no risk
- circular
- donate
- purchase
- fortunate
- requested
- I write concerning
- we shall
- error
- perhaps
- however
- humorous

What is the difference between:

- autumn and fall
- at last and finally
- sexy and sensual
- nude and naked
- made and manufactured
- manufactured by and built by
- immediately and at once
- reply and respond
- insincere and not sincere
- eager and anxious
- audience and viewers
- died and passed away

**When
is superior to If
for suggesting
something will happen.
If
is superior to When
for suggesting
something will not
happen.**

YOU are in command of the reaction to your words:

“If you order now, you’ll get...”

“Order now and you’ll get...”

YOU are in command of the reaction to your words:

“You pay much less.”

“Others pay much more.”

The “Emotion over Intellect” Rule:

When emotion and intellect come into conflict, emotion always wins.

The significance of this rule:

An emotion-based sales argument will outsell an intellect-based sales argument.

**The three bases of
success in direct
response writing**
1.Verisimilitude
2.Clarity
3.Benefit

**Benefit in
force-communication:
not,
"What will it do?"
but,
"What will it do for me?"**

The Law of Tenses:

**Present tense outsells
future tense because the
present is now, and your
prospect wants benefits
now.**

Present tense is more relevant than either future tense or past tense. Use past tense to establish a historical base. Use present tense to establish position.

**Emotion outsells Intellect...
Benefits are more emotional than features...
So benefits outsell features.**

**When is superior to If for suggesting something will happen.
If is superior to When for suggesting something will not happen.**

The Generic Determination Rule:

The generic determines reaction more than the numbers.

More	Less
Half a quart	One pint
Half a kilo	500 grams
One hour	60 minutes
One day	24 hours
One month	30 days
One mile	5,280 feet
Half a pound	8 ounces

The Chronology Rule:

When chronology is within the experiential background of the message recipient, number of years is a more powerful selling weapon than dates.

So in the year 2006:

"A history of success since 1991" is weaker than...

"A 15-year history of success." **Why?**

The five types of comparatives:

- We're better than they are.
- Unlike so-called competitors who...
- We're the greatest.
- We were marvelous before, and now we're even better.
- Intended to sell for x-amount ... yours for y-amount.

**The three components of
successful force-
communication:**

- 1. Basic psychology**
- 2. Vocabulary suppression**
- 3. Salesmanship equivalent
to that of a vacuum
cleaner salesman in a
department store**

The First Great Law:

**Reach and influence,
at the lowest possible
cost,
the most people
who can and will respond.**

The Second Great Law:

**In this Age of Skepticism,
cleverness
for the sake of cleverness
may well be a liability,
rather than an asset.**

The Third Great Law:

$$E^2 = 0$$

The Fourth Great Law:

**Tell your target-
individual
what to do.**

**The Clarity
Commandment:**

**When you choose words and
phrases for
force-communication,
clarity is paramount.
Don't let any other component
of the communications mix
interfere with it.**

The five great motivators:

- Fear
- Exclusivity
- Greed
- Guilt
- Need for approval

“Soft” motivators:

**Convenience
and
Pleasure**

**Motivator for
fund raisers,
extremist organization:**

Anger

**Possible
additional motivators
as the 21st century
evolves:**

**Envy
Status
(Does status differ
from exclusivity?)**

**The Consistency
Command:**

**Components of an
advertisement, a mailing, or
an e-mail message must
reinforce and validate one
another, or
reader/viewer/listener
response to all components
will be reduced.**

**The Rule of
Negative Subtlety:
The effectiveness of a
direct response message
whose purpose is to sell
something
decreases in direct ratio
to an increase in
subtlety.**

**A nasty development
in the
“Sopranos”
non-culture of
communication:
“In your face”
advertising**

**Which of these e-mails
pulled better?**

- **10% off.**
- **Free shipping.**

**Watch spam filters gobble
up your message if you
use these in the subject
line:**

**\$... % ... ® ... TM
€... & ... +... !**

**Building respect
for the sender
is not parallel
to responding
to an offer.**

**An interesting test:
Which of these subject
lines pulled best?**

**John,
here is the information you
have been waiting for.**

or...

**Here is the information you
have been waiting for, John.**

**An oddity
worth testing:**

**Moving “click here”
↑UP↑
in the text
usually increases
response.**

**Use Initial Caps...
and expect
response to drop.
OF COURSE
YOU KNOW
WHY.**

**A powerful rule of
force-communication:**

**Specifics outpull
generalizations.**

**E-mail
is today's
most significant example of
this rule.**

**Whenever possible,
test an
action/deadline
subject line against
a play on words.**

**WEB HOME AND SPLASH
PAGES:**

**Two factors override all
others:**

- 1. The Clarity
Commandment.**
- 2. Stop the surfer-visitor
in his/her tracks.**

**The First Rule
of Internet Copy**

**Copy length usually is not a factor.
Substantial copy length, within a
single copy block, is a negative factor.**

(This suggests -

“Want that? Do this.” NOT...

“Do you want that? Then do this.”)

**The Second Rule
of Internet Copy**

**With every headline, every
sentence, ask yourself:**

**If I were reading this
instead of writing it, would
my interest-level stay high?**

**The Third Rule
of Internet Copy**

**Don't be afraid to
sell.**

**The Fourth Rule
of Internet Copy**

**Subject to the First Rule,
copy length can expand in
ratio to the amount of
promise it makes.**

**The Fifth Rule
of Internet Copy**

- Announcements cannot compete with salesmanship.
- Technical expertise cannot compete with salesmanship.
- Gadgetry cannot compete with salesmanship.

**You can capitalize on this
truism:**

**The Web is
price-
driven.**

**Direct mail
envelopes and
letters require a
knowledge of the
rules of force-
communication.**

**The purpose of the
carrier envelope
(other than keeping its
contents from spilling
out onto the street):**

TO GET ITSELF OPENED.

Rules for sales letters:

**Keep your
first sentence
short.**

**No paragraphs
longer than
seven lines.**

**Single space
the letter.**

**Double space
between paragraphs.**

**Opinion:
The “Johnson Box”
is obsolete.
Logical replacement:
The *Overline*.**

**The Celebrity
Endorsement Rule:**

In business-to-business copy, user endorsements are usually stronger than celebrity endorsements. In consumer copy, endorsement by a celebrity unrelated to the type of product or service you sell probably is a waste of money.

**For print, mail, or e-mail
to seniors:**

- 1. No type smaller than 10-point.**
- 2. Response must be easy.**
- 3. Include a coupon with ample room to make entries, or an easy “Click here.”**
- 4. Suggest a discount or bargain.**
- 5. Appear to appeal to logic.**
- 6. Don't make a long story short.**

The Illustration Agreement Rule:

Illustration should agree with what we are selling, not with headline copy.

A dozen implicitly weak words and phrases:

- administration
- approximately
- define
- earn
- facilitate
- features
- formulate
- indeed
- needs (as noun)
- product
- respond
- work

A dozen words and phrases with power

- free
- free gift
- limited time
- right now
- surprise
- hot
- first time offered
- not sold in stores
- good only until [DATE]
- Don't miss out
- I'll look for your order
- Try it at our risk
