

How YOU can WIN  
at this tricky game  
of Advertising



## Check-List of 25 Fatal Ad / Web / e-mail Weaknesses -- That Cost You Money and Lose You Customers

Are you disappointed in results of ads you paid so much money to run? We ALL are. ALL business owners have been cheated on ads that didn't work. And you can NOT get your money back! ... So, is there any defense? **Yes!**

Check all ads against this check-list. These are the 25 most common "blind spots". Each one is like the proverbial link in a chain. Any weak links reduce or destroy selling effectiveness of ads, direct-mail pieces, web-sites, or any form of advertising media. This list was compiled after my 18 years of study of over 1,200 marketing books and tapes. It contains great wealth of wisdom, gathered from the best experts. Please don't ignore or discount its value.

Every one of these problems, and their solution, has been discussed throughout this book. Once you have properly identified which of these 25 weaknesses your ads suffer, go back and find the answers. Clean up the blind-spots. Strengthen your ad piece. Then try again: experiment on a small-scale, with low-risk, low-cost, short-run mailings.



Which of these 25  
are the weak links  
in YOUR ads?

1. Un-realistic expectation (one big splash, immediate success) -- NO learning curve
2. Do-it-yourself ad design (by business owner, or secretary who knows word-processing)
3. Un-tested Roll-out -- betting the whole farm on one roll of the dice (odds are 1 in 50!)
4. Typical generic, expedient, short-sighted offer: *"On Sale!"* (futile, price-cutting tactic)
5. Institutional -- "Keep our name before the public" / vain attempt to sway public tastes
6. Company name as Headline, or NO headline -- to grab "Attention", spark "Interest"
7. Reliance on white-space or glitzy, irrelevant Graphics, instead of strong selling Copy
8. NO Audience Identification (misguided hope to "create" Interest in everybody, "Cajoling")
9. Un-Targeted Ad / Mass mailing to whole list -- NO Segmenting by Psychographic profile
10. NO Promised Benefit / Result (NO way to catch Attention by playing on latent Interest)
11. NO Differentiation -- NO reason for customers to prefer or select you over competitors
12. Poorly written -- little or virtually NO copy, or NO proven Formula (such as A.I.D.A.)
13. NO "Benefit-speak" copy-writing (just parrot cold, sterile, bland, boring features / brands)
14. "Me message" instead of "You message" (people tune out unless you talk about them)
15. NO specific theme or focus (just a mish-mash / catch-all / brochure / mini-catalog)
16. NO "Reason Why" ("delineate", verbalize, make a Value Proposition, trumpet the UDA)
17. NO Offer / NO tangible "thing" offered as actionable means to satiate their Desire
18. NOT Direct-Response -- NO Call-to-Action / NO added incentive to act, NOW
19. Ad design plays on owner's ego/vanity (the fox is guarding your hen house / "Poodle-ism")
20. NO Tracking, NO Measuring -- just "blind" expenditures (with NO way to improve)
21. Self-mailer -- No cover letter -- just limp, brief "brochure" style text that says nothing
22. Low frequency of mailing (only 1 - 4x per year -- should be, at least, every month)
23. Failure to play on individual customer's past buying patterns (use "Mass Customization")
24. NO Soft-Offer on cold media to sieve out genuine "Leads", build the House-list / Data-base
25. NO strategic (long-term) Marketing purpose (just random, haphazard, wishful-thinking)

Yes, I realize you do NOT currently understand all of what is said here. That's normal. Believe it or not, fewer than 15% of all ad agents / copy-writers, or 3% of all business owners know this stuff, either! But, this golden opportunity offers you 3 alternatives. Which one will you choose?

1. 95% of all people routinely dismiss what they don't understand. They sweep it under the carpet, and remain in denial. But, such problems do NOT go away. They just escalate. IF you want customers, DO something!
2. Study this book. Digest its wisdom, until you DO understand. Then take informed action.
3. If you don't have the time or inclination to learn a lot of new skills, then find an expert you can trust to do it for you. But, DON'T fall into the same old trap -- paying ad-agents based on hours of "work" performed. Be smarter -- Pay ONLY for Results. Hint: Any graphic-artist or copy-writer who demands an hourly rate, and refuses to be held accountable, or to be compensated (at least partly) based on results, is just stone-walling. They refuse, because they already KNOW their ads do NOT work! Make them put their money where their mouth is -- JUST like YOU have to do -- every day -- as a responsible small-business owner who lives or dies by dollars of results.

If you just learn enough about each of these 25 weaknesses, you can spot incompetent ad-designers and fatally flawed ads, mailings, web-sites -- BEFORE you waste your money.

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