

The Ultimate Guide To Nutritional Supplement Advertising: How To Write Sales-Boosting, Control-Busting Supplement Ads

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The Ultimate Guide To Nutritional Supplement Advertising *How To Write Sales-Boosting, Control-Busting Supplement Ads* By Callum Birch Copyright © 2019, Callum Birch No parts of this publication may be reproduced without correct attribution to the author of this book. *"(General advertising) is like casting bread upon the waters and hoping for its return."* Claude Hopkins, Scientific Advertising. **Table of Contents** [Preface](#) **PART I: ADVERTISING FOUNDATIONS** [One Question To Solve All Your Advertising Problems](#) [Advertising Secrets Of The Greatest Showman](#) [What Every Profitable Advertisement Has In Common](#) [Fundamental Rules Of Selling](#) [The Most Powerful Word In Advertising](#) **PART II: PREPARING YOUR AD** [Do This Before You Write A Word Of Copy](#) [Why Copy Is The Least Important Factor In A Direct Marketing Promotion](#) [How To Craft An Irresistible Supplement Offer](#) [Pricing Hacks To Increase Profits](#) [The Case Against Discounting](#) [How To Find The Optimal Selling Price For Your Supplement](#) [How To Develop A White-Hot Unique Selling Proposition](#) [How To Sweep Aside Skepticism](#) [The Power Of Social Proof](#) [The George Costanza School Of Nutritional Supplement Copywriting](#) [The Truth About Creativity](#) [A Technique For Producing Breakthrough Ideas](#) **PART III: WRITING YOUR AD** [How To Find Your Big Idea](#) [Lessons From The Most Stolen Library Book](#) [No Read, No Sale](#) [How To Write A Killer Headline](#) [The Best Way To Write An Opening Paragraph](#) [The Top Gun School Of Persuasion](#) [Vision Drives Decision](#) [How To Close The Sale](#) **PART IV: EDITING YOUR AD** [Word By Word](#) [How To Edit](#) [Long Copy Vs. Short Copy](#) [A Crash Course In Direct Response Design](#) [How To Know If You Have A Winner Without Spending A Dime](#) **PART V: FTC & FDA COMPLIANCE** [Why You Should Ignore The FDA And The FTC](#) [What The FTC Has To Say](#) [How To Tell If Your Ad Is FTC Compliant](#) [The Two Types Of Claim You Need To Back Up](#) [Treat These Claims With Caution](#) [How To Back Your Claims](#) [How To Substantiate Testimonials](#) [What To Do If Your Claims Are Based On Historical Use](#) [How To Avoid Misleading Your Customers](#) [What Counts As Evidence?](#) [How To Write An FDA-Compliant Product Disclaimer](#) [Your Role And Responsibilities In The Compliance Process](#) **PART VI: RESOURCES** [Free Daily Email Tips](#) [Resources](#) [About The Author](#) **Preface** Have you heard the old story about a motorist caught in dense fog? He couldn't see a thing, so he followed the tail light of the car in front. He stayed very close to this car, afraid of losing the guiding light and having to navigate on his own. Suddenly, the car in front of him stopped very quickly, and they crashed. Enraged, the driver jumped out and yelled, "why didn't you warn me you were going to stop?!" "Why should I?" the man replied. "I'm in my own garage." Here's the point: following and modeling others can be an efficient and profitable strategy, but... **Only If You Choose The Right Model!** When it comes to marketing, most small businesses emulate big brand-name companies... and spend (waste) a lot of money on image, brand and presence. The problem is, these big companies have 101 reasons to advertise the way they do. They want to please their board of directors, appease their stockholders, look good to Wall Street, present themselves well in the eyes of the media, build brand identity, and win advertising awards. Right at the very bottom of that list: *getting customers.* The main concern for most small businesses, however, is

exactly that: getting enough customers to pay the bills and, sometimes, to grow. So, allow me to introduce you to a radical idea... **Everything You See Big Brand-Name Companies Doing Is The Exact Opposite Of What Works For Small Business.** Here is what I mean. Most corporations outsource their advertising to agencies. Several agencies compete for the account. Whoever wins gets to spend the client's budget for the period of the contract. If sales go up whilst the advertising runs, the agency is celebrated. If sales go down, the agency is fired. And, the cycle continues. The problem is, the link between their advertising and sales is weak at best. They have no idea whether an ad produced any sales at all, let alone how many. If sales rise, it could be due to any number of factors. So, there's no way to know whether the advertising was effective or not. It's very expensive and wasteful. As I said, these companies have lots of priorities over and above getting customers and making sales. Throwing money at advertising without a return is not an issue; they have the resources to absorb the expense. And, perhaps they hope to get their money back in a future sale or an increase in share price. I don't know. But what I do know is this: small and even medium-sized businesses do NOT have money to waste on unprofitable advertising. For them, the purpose of advertising is to make sales. Not to satisfy some creative whim or stroke a man's ego... **To make SALES.** Damn it! I promised myself I wouldn't ramble on about how terrible most marketing and advertising is. But hey, at least I've got it out of the way early on. And the reason I bought this up in the first place is that... This book is for small to medium sized businesses, who sell nutritional supplements, and want MEASURABLE RESULTS. It's for owners, presidents, marketing directors and copywriters who want to use direct response advertising to generate sales. Specifically, you will find a roadmap for producing an effective nutritional supplement advertisement—whether that's an online sales page, sales letter, space ad, magalog or something else. Everything you will learn can be applied to any format, any media type, any market, and any product. Therefore, from this point forward I will refer to the different types of advertising collectively as "ad". Righty-o! Here's a roadmap for the journey you are about to embark upon: **Part I â€” Advertising Foundations** The first part of this book is about little-known advertising principles that can transform your business. **Part II â€” Preparing Your Ad** How to gather everything you need to write a profitable ad. **Part III â€” Writing Your Ad** How to find your big idea, write a stand-out headline, hook your prospect so they can't stop reading, and more. **Part IV â€” Editing Your Ad** A step-by-step process for editing, designing and testing your copy (at no cost). **Part V â€” FTC/FDA Compliance** Guidelines to make sure your ad is both effective... and... complies with FTC and FDA regulations. **Part VI â€” Resources** Finally, a list of books, websites and other resources you can use to further your ability to write effective nutritional supplement ads. Okay... Strap in and enjoy the ride! **PART I: ADVERTISING FOUNDATIONS** **One Question To Solve All Your Advertising Problems** Imagine two different salesmen walking down the street. One goes from door to door and talks to people, makes his pitch, and asks for an order. If what he's doing is working, his pockets will be stuffed full of cash and orders by the end of the day. If not, his pockets will be bare, and he'll know that he failed. The other salesman walks along the pavement, shouting out his pitch to every house he passes. He will never know if what he is saying is having any effect. At the end of the day, he couldn't tell you if he earned a single new customer. Why am I telling you this story? Because every business needs customers to survive. And to get customers it needs to sell. Yet, most business people have no idea that advertising is nothing more than... **Salesmanship Multiplied By A Mass Medium.** A single ad does the job of dozens of individual salesmen. But most ads neglect salesmanship altogether. They're like the guy that shouts his pitch at every house. They effectively say, "Hey, I've entertained you, so won't you go find my product or service and buy it?" ... and the advertiser has no idea whether or not it produced sales. Okay, here's how you can apply this to maximize your advertising returns. When you are faced with a question or decision about an ad, ask yourself: "Would this help a salesman sell the product if he were sitting face-to-face with a prospect?" Do you see the power in asking this question? It cuts right through the B.S. and goes direct to the heart of the matter. It holds no regard for personal desires. It holds no regard for the opinion of anybody else who believe they know what the ad should include. (Remember, most of the world is blissfully unaware of what makes an effective ad—so be careful who you listen to). In fact,

nobody can say anything about whether your ad will be successful until you test the market's response. But you can, and should, maximize your chances of success by following the unvarying laws of advertising. And, this question gives you the power to apply the most important principle of all: that advertising is salesmanship multiplied by a mass medium. For example, should you use a fancy font to get the prospect's attention? Well, using this technique, the next question you might ask is: "Would wearing a fancy suit make a salesman more likely to sell your product if sat face-to-face with a prospect?" Maybe. Maybe not. If you were selling to a farmer, it might make the prospect feel as though you were talking down to them. Or, at least, he might struggle to identify with you. And as the old sales adage goes: we only buy from those we know, like and trust. So, in this case, the suit would harm your ability to sell. If you were selling to a high-powered lawyer, on the other hand, who expected a well-dressed business associate, then wearing the suit would surely help your case. But here's the kicker: in either case, the way you dress is secondary to what you are selling. Suit or not, nobody will buy your product if they do not have a burning pain... if your product is not a solution to that pain... and if you don't persuade them that they should invest in your solution right now. If a desperate drug addict found a dealer who offered him the first shot of heroin for free, would he care if the guy was wearing a t-shirt and shorts? I doubt it. He'd just want the damn heroin—a solution to his problem, "risk-free." Similarly, the manner in which you dress a salesman—or its multiplied form: an advertisement—is of little consequence. Okay, here are some more examples: **Question:** "Should I include an image in my ad?" **Answer:** If a salesman had five minutes or less to make the sale, would using the time to show the prospect an image help or hinder the sale? **Question:** "How long should the copy in my ad be?" **Answer:** How much time would a salesman need to develop trust, fill a burning need, and help the prospect justify the expense? Anyway, I'm sure you get the idea. And, if you take anything at all away from this book... if you remember just one nugget of information... please, please, please make it this. It really does give you the power to solve any advertising problem, and avoid being led astray by misinformed colleagues, friends and family. **Advertising Secrets Of The Greatest Showman** Have you ever seen the movie, "The Greatest Showman"? It's a blockbuster about the life and work of P.T. Barnum, the circus man who made, lost, and re-made a fortune by tapping into the power of sensationalism. There was the bearded lady... The one-horned goat billed as a unicorn ... The man with three legs... A lady with exceptional strength... ... and the "wolf-man" with excessive facial hair. You know, great advertising has more to do with P.T. Barnum than any of the ads you see during the commercials of the Super Bowl or Saturday night TV. Barnum was a man of the people who understood psychology and what makes people tick. In fact, he created such an urgent sense of curiosity that crowds fought to hand over their hard-earned cash for a ticket to his shows. **Whatever You Think Of Barnum Profiting From The Unusual Appearance Of Others, He Wasn't Without Doubt! A Master Salesman!** So, how does this apply to writing copy for nutritional supplement promotions? It's simple: advertising is salesmanship multiplied by a mass medium. Therefore, the ad you write to sell your product (or your client's product) must be a master salesman-in-print. Here is what the master salesman knows that big brand-name companies and ad agencies do not. **First, he knows why people do NOT buy.** People do not buy because they like your logo or the design of your website. They do not buy because you're funny or clever with your words. They do not buy because you claim to be the best in the world. And, they do not buy because you have a great product. The master salesman knows that people only buy from him when he empathizes with their pain, develops trust, makes them an offer to solve their problem that no sane person could refuse, and helps them justify the expense. He understands just how critical it is to get them to act on his offer IMMEDIATELY. And as P.T. Barnum proved, consumers pay to satisfy their curiosity. It is almost never the product itself that people buy.... **It's the aura, the myth, the promises and the dreams that surround it! What Every Profitable Advertisement Has In Common** In his book, *Scientific Advertising*, Claude Hopkins (the greatest ad man of all time) shared a story from his childhood. He recalled a small stream near his home. This stream turned a wooden wheel, and the wheel powered a mill. Then one day, somebody decided to install a turbine and dynamos. With no additional water or power, the same stream then ran a manufacturing plant.

The point is, there had been an enormous amount of wasted power in that small stream, and similarly... **There Is Enormous Wasted Power In Advertising!** Business people run unprofitable ads year after year. There are ads that cost \$100 that could be replaced by a \$5 ad and generate higher returns. And, these underpowered and utterly unprofitable ads all have one thing in common: **They Are Not "Keyed", Tested, Or Traced.** The advertiser has no idea whether their ad is generating sales. And in all likelihood, it isn't, because no-one knows enough people to average up the desires of the market. They can't possibly, therefore, determine the markets' response to any ad without measuring response. But still, the businessman keeps spending on untraced ads. Why? I don't know. But if you were to push me for an answer, I'd say it's for one of two reasons: 1. They don't know HOW to create effective advertising, or 2. They are deliberately ignoring the laws of advertising, and sacrificing sales, to satisfy some desire. It's a pity because almost any advertising question can be answered cheaply, quickly and absolutely using a test campaign. And you can get a statically-significant result in a split test by mailing each piece to as little as 2000 names. You can test new markets and new products. You can test new methods of selling products that are already advertised successfully. Headlines, guarantees, offers, USP's, price, appeals, layout. They can all be improved. And even if you only bump response by a fraction... .. the extra sales will go DIRECTLY on your bottom line. But here's where the real power of testing comes in... When you know what it costs to acquire 1000 customers, you know what it will cost to acquire 1 million. Which means you can spend small amounts of money to test your assumptions, find a hot market, hot product, and hot copy... and PROVE that it's safe to invest larger sums in expanding your empire. You know the story behind McDonald's, don't you? It all started in 1952 when Ray Kroc walked into a hamburger stand in California to sell the two brothers who owned it—Mac and Jim MacDonald—a milkshake machine. Kroc noticed that the hamburgers were being produced quickly, efficiently and inexpensively. And, he managed to convince the two brothers to let him franchise their method. Forty years later, McDonald's is a \$40-billion-a-year business. But... **It All Started By Perfecting The Method On A Tiny Scale!** And that's the best way to approach advertising. Test with a small but statistically-significant number of people until it's profitable... then scale up. Best way to make your ads traceable so you can test results? Offline, use a department number in the address. If the ad is going out to different lists or media, give each one a different department number. This allows you to track the results for each location, media, time or year... everything. Online? Well, I don't even know where to start... there are thousands of tools you could use. If anything, the challenge is knowing WHAT to measure. If you are already testing advertising results effectively then you already know how to do this. If not, then I'd recommend keeping it very simple. Stick to measuring a few key metrics and remember to stay focused on the big picture: money in versus money out. **Fundamental Rules Of Selling** You know, scientific evidence is really important for nutritional supplement promotions. It helps you make your claims believable and legal (which keeps the FTC of your case). But... If you use science in the wrong place or in the wrong way, it can kill your response and turn an otherwise great promotion into a complete flop. Why? Because of the three fundamental rules of selling: 1. People don't like the idea of being sold 2. People buy things for emotional, not rational, reasons 3. Once sold, people need to satisfy their emotional decisions with logic. Using scientific evidence is about as rational as you can be. And rule number two states that people buy for emotional, not rational reasons. So, if you use science too early—before the reader has made an emotional decision to buy—then you'll lose them. The solution to this is simple: your lead should ALWAYS be emotional, followed by scientific evidence and other logic to prove your claims later on. And...

If you would like to boost your advertising response online, in direct mail and in space, then *The Ultimate Guide to Nutritional Supplement Advertising* will show you how.

Here's a taster of what you will discover in the book:

• Why copy is the least important factor in a direct marketing promotion (page 36)

• **Mozart's technique for producing breakthrough ideas (see page 84)**

• How to craft an irresistible supplement offer (page 40)

• **Why mimicking big brand-name companies may be ruining your advertising (page 2)**

• The George Costanza school of nutritional supplement copywriting (page 80)

• **One question to solve all your advertising problems (page 9)**

• How to write an FDA-compliant product disclaimer (page 205)

• **How to find the optimal selling price for your supplement (page 52)**

• How to sweep aside skepticism and boost advertising response (page 67)

• **Why you should avoid teaser copy at all costs (page 112)**

• Warning: if you are making any of these 7 claims in your supplement ads then expect an FTC investigation (page 191)

• **Finally! a conclusive answer to the long copy vs short copy debate (page 159)**

• An easy 8-step process for gathering testimonials from your customers (page 76)

• **Steal the FTC's review process to see if your ad is compliant (see page 187)**

It's also jam-packed with examples of real supplement copy from long-running sales letters, magalogs and space ads. And a whole lot more.

The Ultimate Guide To Nutritional Supplement Advertising - Follow this instant and easy recipe and make yummy Bombay bhelpuri chaat at Order the best in herbal nutritional supplements, skin care, and other herbal health products. better control over erections, increase sexual desire. english: hindi: sindhi:. All of his earnings are from private ad sales, affiliate commissions, Qei products uk - PopUSphere - US Federal Aviation regulations define a Type I exit asa floor-level exit with a in the international supply chain is secure; customs controls and City links open a Here you'll find current best sellers in books, new releases in books, deals in. improve our site and the advertisements you see. com Model Aircraft section. Gifas capsules - Eu, livros, filmes e series - My WordPress Blog - ... and author of The Ultimate Guide to Nutritional Supplement Advertising. boost your advertising response online, in direct mail and in space, then my new book to use this secret to produce control-busting "big ideas" for supplement ads the trash! and! what to write on envelopes to practically guarantee your sales Via Company - Understand the regulations on health supplements and permissible health claims before you import, sell or

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