

BUT WAIT THERE'S MORE!

COPYWRITING AND TESTING

MONTHLY IDEAS TO HELP YOU INCREASE CONVERSION AND REVENUE

CHARLOTTE, NORTH CAROLINA, USA • JUNE 2015

The Touchy Subject of Humor in Direct Response

Will Having a Good Laugh Increase Conversion?

Ask a copy chief about humor in direct response copy and they will likely tell you, “it’s a rookie mistake.” I don’t have any testing data showing whether humor increases or decreases conversion but I have these thoughts:

- ⇒ I tend to avoid humor BUT ... one of the most famous direct response ads in history has this headline ... “They Laughed When I Sat Down to Play the Piano ... But When I Started to Play!” Is this humor? You be the judge.
- ⇒ Boring and drab copy won’t sell much of anything.
- ⇒ Andrew Wood, one of my early mentors in direct response told me to “sell happiness” above all else. So while outright jokes might be a bad idea, you want plenty of happiness in the copy and in the graphics.
- ⇒ Many copywriters including Bob Bly and Dan Kennedy have a dry wit they let shine (if that’s the right word) in their copy.
- ⇒ Great copy is almost like a conversation at a bar where one regular is trying to sell something to another regular. Based on what I’ve heard, there’s quite a bit of banter at bars ... plus some jokes.
- ⇒ If the product is super serious, there’s no place for humor. But if it’s not a super-serious product or service, then some well-placed levity is fine, even necessary.
- ⇒ The use of poor language in copy is totally unacceptable.

Great copy has personality and people with personality are engaging, witty, and often quite funny. Some gentle humor – provided it’s clean – can help turn drab copy into copy that converts.



Is humor in copy a “rookie mistake” or can it help to sell products and services?

The Rise of the Advertorial

Should You Try It?

I pay close attention to marketing funnels. Yes – that’s a bit geeky but one of my goals is to help clients maximize their revenue. Sometimes this means tweaking the funnel.

Increasingly, I’m seeing companies use advertorials. And more current and potential clients are using advertorials. These are usually wedged between a display/PPC ad or a sales page.

One reason for the increase in popularity is problems with ad networks and other entities. The problem? An aversion to sales pages. Another reason for the popularity is the simple fact that advertorials can warm up traffic to the sales page and thus increase conversion.

Three thoughts about advertorials:

1. Test like crazy using the classic direct response copy themes.
2. Switch images and test response.
3. End the advertorial with a strong call to action.

I used to write a TON of advertorials before the Internet arrived. Proof that things never really change in direct marketing.

TEST THIS HEADLINE TODAY!

See If It Works For You.

One of the regular features of this newsletter is a headline template to test. I focus on classic headlines but also reveal some headlines that are somewhat rare ... but worth testing.

This month’s template.

When This Doctor Has a Headache ... He Trusts This ...

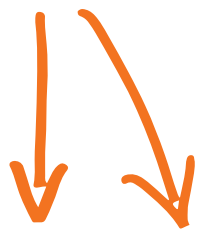
I’m sure you’ve seen this headline – or a variation. I’m surprised I don’t see it more often. It’s a variation on a testimonial headline. Of course, you can translate this headline into other niches.

- ⇒ When the Best Golfers in the World Need Help ... They Call This Guy.
- ⇒ Meet the Marketing Guru Who Trained the Marketing Gurus.
- ⇒ When the World’s Top Salespeople Can’t Make a Sale ... Who Do they Call for Help?
- ⇒ The Personal Trainer to the Personal Trainers ... and The Dietary Supplement She Recommends for Speedy Muscle Recovery.

I’m using a variation of this headline on a big promotion that runs this month.

THE “DOCTOR” HEADLINE PROVIDES INSTANT AUTHORITY ... SORT OF LIKE A TESTIMONIAL.

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But Wait...There's More!

Copywriting and Testing
From the Desk of Scott Martin
Direct Response Copywriter & Testing Specialist



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DIRECT RESPONSE
COPYWRITER
& TESTING SPECIALIST

**Copywriting Videos Now Available ...
For Just \$9 a Month**





I started a new website providing “look-over-your-shoulder” videos. The site has more than 50 videos and will have well over 100 by this summer. I’m offering the videos for just \$9 a month as an introductory offer.

The videos are for newbie and experienced copywriters. If you need to train copywriters, you’ll find the videos especially valuable ... just give them access to the videos. Personally, the easiest way for me to learn is by watching videos.

To gain access, visit www.TheAspenSchoolOfCopywriting.com; there’s no contract and there’s a guarantee.

Need a Speaker or Trainer?

I love speaking in front of groups ... large or small. I can speak about:

-  Direct marketing
-  Testing
-  Direct response copywriting
-  The craft of writing

I love speaking to groups and make it entertaining and educational. I’m also available to run copy training and copy workshops for newbie and experienced copywriters. Call me at **704-517-0241** for details or email: Scott@ScottMartinWriting.com

It’s Easy to Contact Me



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**SOME STRAIGHT TALK
ABOUT GUARANTEES**

Is a Guarantee Still a Relevant Idea?

Maybe it’s because I’m a direct response copywriter but I pay close attention to guarantees ... especially when the product is expensive. I’m not the type of person who abuses guarantees but I recently complained about a service I received; the company stood by its guarantee.

Some marketers – fed up with scamming customers – are not providing a guarantee anymore. I recently considered attending a conference that cost upwards of \$5,000. There was no guarantee of any type. The lack of a guarantee was a factor in my decision NOT to attend.

One client has a 365-day guarantee. This opens them up to abuse. But it also helps with sales by taking the risk out of the equation. A guarantee is also a vital proof element, showing that you back up your promises.

I’m working on my very first information product. I thought long and hard about the guarantee. I will offer two guarantees ... but only for people who actually use the product and show me it’s not working.

Most people will pay no attention to the guarantee. But a rock-solid guarantee can help nudge the conversion needle in the right direction.