The Risk of Being Boring

If you’re thinking about writing an ad for your company, do me a favor.

Reconsider.

The last thing most small businesses need is for the owner to sit down and craft a logical, boring argument about his latest and greatest technical doo-hicky.

Don't misunderstand me- I'm not suggesting you do something to draw attention to yourself just for the sake of drawing attention to yourself.

You could walk downstairs with your socks in your mouth into a room full of people and command attention, but that's not what we're looking for.

We want to design a COMPELLING piece that addresses what the prospect wants or needs most.

Small business owners typically make poor copywriters for their own products. There are many reasons for this but let me give you just two…

1. They are too close to the product. Business owners spend so much time in the details and day to day technicalities of their products or service that they forget about their audience. Owners become myopic and overemphasize subtleties that their audience frankly could care less about.

2. Their focus is backward. Owners (and many advertising people) mistakenly love to crow about how wonderful their company is. They spend tons of cash on beautiful brochures and yellow page designs. They craft stunning ads full of beautiful photos.

Their sales force is armed to the gills with the “new branding message and logo” on their $2.00 per piece presentation folders. Large amounts of time and capital have been expended to grab the local market share, and guess what happens next… not much.

Prospects are unmoved and unmotivated by your new sales attack.

As a matter of fact, many of them hide from your salespeople.
They don’t care how much you spent for your “branding”.

They’re not interested in brands, they are only interested if someone can understand their problems and demonstrate the ability to solve the problems. If your sales message focuses on anything else, you’re simply wasting time.

Before making any decisions about writing an ad- contact us at IntriMarketing. We’ll give you some great advice before you blow a ton on a fruitless campaign.