



**Key Points that should be included in advertising copy:**

**Motivating Benefit (functional desire):** the reason we buy the product; I buy a car to get from Point A to Point B.

**Discriminating Benefit( value added):** the reason we choose one supplier over another; I buy from Dealer A because Dealer A provides better after-sale service.

**Motivating Desire:** why I do what I do and think what I think. There are 16 motivating desires. I buy a Jaguar because I'm having mid-life crises (the motivating desire being, perhaps, independence, or status, or vengeance, or power; (see my workbook What's Your Phrase that Pays?, Pg. 55 & 115).

**Benefit versus Overt Benefit:** a benefit is a reason to buy that may be offered by many suppliers. For example, many pizza restaurants deliver. Domino's Pizza became the second largest pizza business in the world by escalating *delivery* into the Overt Benefit: *delivered in thirty minutes or less, guaranteed, or it's free.* (Motivating Benefit-delivery; Discriminating Benefit-delivery in 30 minutes or less; Motivating Desire-eating).

**Real Reason to Believe:** why should I believe what you're telling me is true?

- 1) Why should I buy from you?
- 2) Why should I believe you?
- 3) Why should I buy from you today?

**Call to action:** *Offer and reasons consumers should buy from you today*

**Action to be taken:** tell the consumer what to do and how to do it.

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