

# SOUNDADVICE

## Part 2 - Field Guide

### 8 Power Openings to Better Ads

What your ads say in the first few seconds dictates whether your prospects will tune-into or tune-out of your message.

1) Statistics/Facts or Timely-Topical News Tie-In. Audiences tune in to radio for news and information and respect advertisers who give them the facts. To sell a home security system, for example; “In 2018, (The Name town) Police Department recorded 298 home break-ins. Don’t become a statistic.”

2) Begin with a Famous Quote: Consumers are drawn in by the wisdom of famous people, rather than you hyping yourself. For example, “Walt Disney said it best, ‘All our dreams can come true if we have the courage to pursue them.’ Your dream of homeownership can come true with Best Built Homes.” To find famous quotes that target your customers’ wants and needs, simply type “famous quotes” into your search engine. Many sites allow you to choose quotes by topic.

3) Tell a Story. Consumers relate to and are drawn into stories which intrigue or interest them. From books to movies and from situation comedies to fairy tales, stories which make a point are remembered. From the “Tortoise and the Hare” to “The Boy Who Cried Wolf”, if you can develop a story which illustrates your point, you will be remembered when customers want or need your service.

4) Use Analogies. Creating mind pictures which consumers can visualize will help them tune in and retain your message. “Like fathers chasing kids around with power tools, Family Go-carts has become a Name Town tradition.” It takes a little extra effort to develop these analogies, but the payoff is worth it.

5) Strike the Emotions/Intrigue. Striking an emotional chord with your target audience is a powerful way to capture attention. “She made six thousand, five hundred and ninety breakfasts for you in eighteen years...what are you doing for her this Mother’s Day?”



Kiley Nielsen



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6) Be a Little Off the Wall. The element of surprise or the unexpected is another sure-fire way to capture attention.... "Friday the Thirteenth is on a Wednesday this month!" Provoking your listener into thinking about your opening line is sure to capture their attention. "Friday the Thirteenth is on a Wednesday this month. You can buy one and get one free during our thirteen-hour sale, Wednesday, August 13th".

7) Lead with a Perceived Weakness. If your prospects have a perception about you it often makes more sense to confirm their perception than to battle it. Honesty can be a powerful opening. For example; "We know you can buy eyeglasses cheaper at the corner drug store." An informative ad which credibly explains why your perceived negative is actually a positive can attract prospects and make your benefit statement more believable.

8) Open with Empathy. Empathy is defined as, "the capacity for participation in another's feelings or ideas." Opening with your understanding of your customer's feelings can capture and hold your prospects' attention. Openings like, "Between your career obligations and your family commitments, it can be difficult to find time to...". Build a relationship between you and your prospects as they realize you recognize how important their time is. Empathy openings are NOT about you, but rather they clearly demonstrate your understanding of your prospects' situation. Once you have identified with them, you'll have permission to tell your prospects how they will benefit from doing business with you.

SoundADvice is a co-production of this station and ENS Media USA to help local businesses increase their sales and their return on investment in advertising. Your SoundADvice marketing tips are emailed to you on our behalf from ENS Media USA.

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