



### Part 3 Application Guide – **For internal use only**

## 8 Power Openings to Better Ads

There is no such thing as a media that does not work, there are only messages which do not work. Any time your account executives can facilitate a meeting or discussion about your clients' messages, several things happen; 1) They'll take the focus off of rates, formats and ratings and put it on to an area the account executives can control... the message. 2) Account executives will be seen as true marketing partners rather than mere spot salespeople. 3) Inevitably, discussions about strategy and creative will lead to up-sell opportunities.

Suggestion: Invite your creative head or production director to this sales meeting. Your clients will appreciate the fact that you have more than one person working for their success. "One of us is never as smart as all of us", and who knows, they may have some power openings of their own to add, which your account executives can take to the field and look like geniuses! The principle of capturing attention and interest for advertising also pertains to your written and verbal presentations. Try opening your emails, written proposals or conversations using some of these Eight Power Openings.

One last thing, don't be afraid to reach out to us at ENS Media. We are more than happy to visit with the reps and/or the clients about their message or any other part of their business.

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?”

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.

**The Bottom Line:** Your opening should be about the customer, NEVER about you the advertiser UNLESS it’s something very powerful! **REMINDER:** Encourage your account executives to keep their SoundADvice Field Guides at their fingertips. Many SoundADvice subscribers may benefit from some of this information but did not have the time to request more information. Non-subscribers can also benefit if you deliver printed copies of specific SoundADvice topics of interest to them or include some of the SoundADvice material in your written proposals. And don’t under-estimate the power of quoting outside experts like ENS Media USA when trying to make your points! Make it your New Year’s resolution to ask one new client or prospect every day to receive these short and valuable marketing tips FREE every Wednesday. (If you can’t sell your FREE service, how are you going to persuade advertisers to part with cash?) If 20% subscribe, you’ll have added 50 new contacts to your SoundADvice list by the end of 2019. A minimum of 2 out of 10 will say “yes”, and three out of every ten who receive it will either start advertising with you or increase their investment with you within 26 weeks!

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