

# “The 7 Critical Elements Of A Riveting Direct Response Ad”

by Ryan Healy

Thank you for requesting this free report. It is only seven pages long, so it should not take much time to read. But what you are about to learn will pay you back huge sums of money if only you apply it.

Because this report is concise, it is easy to read on your computer. Nevertheless, you may want to print it out and take notes in the margins while you read.

Please note that I have numbered each critical element immediately after I have called attention to it by using numbers 1-7 in parentheses: (1), (2), (3), etc.

Okay, let's get on with it...

## Critical Element #1

The first job of a riveting direct response ad is to get attention—to cut through the advertising clutter and grab your prospect by the eyeballs.

How do you do this?

In most cases, you do it with a well-crafted headline (1). Headlines can sound like news, make an offer, sum up an interesting concept, convey specific benefits, or challenge your prospect's beliefs. The style of headline you choose will vary based on what you're selling and who you're selling it to.

Oftentimes, you can get good ideas for headlines by reviewing excellent ones that have worked like gangbusters in the past. For instance:

- The Lazy Man's Way To Riches (*Joe Karbo*)
- At 60 Miles Per Hour, The Loudest Noise In The New Rolls-Royce Comes From The Electric Clock (*David Ogilvy*)
- World Famous Street-Fighter Will Give You A **FREE GUN...** Just To Prove He Can Take It Away From You Bare-Handed As Easy As Candy From A Baby! (*John Carlton*)
- Considering Colon Cleansing? Then You'll Want to Learn the Amazing Health Secret of the Oldest Person in the World! (*Gary Halbert*)
- [How to Get Your First Copywriting Client in 14 Days or Less!](#) (*Ryan Healy*)

- “24-Year-Old Math Geek Reveals The Secret 6-Figure Affiliate System That Has *Magically Multiplied* His Income From \$17.50 An Hour To \$93,000 In As Few As 7 Days!” (Ryan Healy)

When you write your headline, dig into your prospect’s thoughts. Try to uncover the conversation that’s already happening in his mind. Then craft your headline so it enters that conversation and immediately engages his full attention.

## **Critical Element #2**

The next critical element is the promise (2). What will your prospect get from your product or service? Spell it out so it’s clear.

Whether or not you’ve already made your promise in the headline, you should fully express it at the start of your ad. Flesh it out. Say the same thing in multiple ways so there are no misunderstandings.

Remember that your promise isn’t your product, but what your product does.

- Does it save time?
- Does it increase wealth?
- Does it confer the privileges of status?

Figure out what your product or service actually does, then express it as a promise.

## **Critical Element #3**

After you’ve made your promise, it’s time to raise your prospect’s emotional discomfort by making him feel pain (3). It sounds sadistic, but it’s an important step in moving your prospect toward a buying decision.

Here’s how you do it: Talk about what life is like *without* your product or service. Talk about his current struggles, problems, difficulties. Paint a vivid, unvarnished picture of life as it is—before your product has entered the scene.

Then, right as your prospect is feeling so much discomfort that he genuinely desires relief, introduce your product, explain what it does, and how it will change your prospect’s life for the better. Your product literally becomes the hero of your advertisement!

## **Critical Element #4**

Now, even though you’ve gotten attention, made a big promise, and heightened your prospect’s emotional discomfort... *he still doesn’t trust you*. So when you introduce your product or service, every claim you make will be met with a hefty dose of skepticism. To counteract this, you must offer believable proof (4).

Proof is the fourth critical element of a riveting direct response ad. This is where you prove your case. Your prospect has suspended disbelief long enough. Now he needs a reason to accept what you've said as truth.

Proof comes in many forms. Here are some examples:

- Quotes from authority figures
- Scientific studies with sources
- "As Seen On TV" logo or other "trust-building" logos.
- Numbers that support your case (i.e. "one in three doctors say...")
- Pictures and/or video to demonstrate how your product works
- Consumer trust seals (like the BBB or [HONESTe Online](#))

As you can see, proof can be any number of things. What I've listed here only scratches the surface. Yet the most powerful proof of all is the **testimonial**: what real-life customers say about your product or service.

For a testimonial to be as effective as possible, it must:

1. **Be concise** (no more than four sentences if possible)
2. **State a specific benefit** (no generic statements like, "It's really great")
3. **Use the person's full name** (just a first name or initials weaken the testimonial and make it less believable)

Do these three things and you'll have solid, above-average testimonials. You can make them more believable by using photos of your customers and listing a website or city of residence next to their names. Even better, ask them to [record their testimonials by phone so you can make them available for listening on your site](#).

Why go to all this effort? Because consumers are more skeptical than ever. Many automatically assume that testimonials have been made up or, at the very least, exaggerated. Go the extra mile to prove your testimonials are real and your prospect will be much more likely to respond.

## Critical Element #5

After you've offered believable proof and removed your prospect's skepticism, it's time to remove all the risk with an amazing guarantee (5).

Your guarantee will show your prospect he has nothing to lose and everything to gain. If he's not totally happy with his decision, he can get a full refund of his money.

Examples of effective guarantees include:

- 30-Day No Risk Guarantee
- 90-Day 100% Money Back Guarantee
- 1-Year "No Questions Asked" Satisfaction Guarantee

In every case, the wording is different, but the overall idea is the same: If for any reason your customer is unhappy with his purchase, he can get a full refund. The biggest decision you have to make is how long you will honor the guarantee.

In general, the longer the term of the guarantee, the fewer returns you will get. This is counterintuitive. You would think it would be the other way around. But tests have shown that a longer guarantee will reduce returns.

So that you understand why it works this way, consider human nature. People are prone to procrastination and forgetfulness.

If you give your customers a short guarantee period, they will be forced to request a refund before they've had time to forget. But if you give them a long guarantee period, they will put off taking action. Eventually, they will forget. If they do remember (which rarely happens), it will be *after* the guarantee period has expired.

This is why offering a long guarantee period is actually to your benefit.

## Critical Element #6

Now that you've removed all the risk from your prospect and placed it squarely on your shoulders, it's time to go for "the kill." In order to persuade your prospect to pull his wallet out and consummate the sale, you must deliver a strong and clear call to action (6).

The call to action itself is not complicated. Simply give explicit instructions for what you want your prospect to do next. Most of the time your instructions will be to complete an order form and mail it in an enclosed envelope or submit it by clicking a button on a website.

The key point to remember is that your call to action must be painfully clear. Do not cloud your prospect's mind with complicated instructions or multiple tasks. Give him one simple task.

Now—to further maximize the effectiveness of your call to action, you must create **urgency**. Without it, your prospect may procrastinate and never complete his purchase. With it, your prospect will be "scared" into buying immediately.

How do you create urgency? There are two ways.

The first is to set a time deadline. So, for instance, you may offer a special price that is good only until a certain date at midnight.

The second way is to use scarcity. Limit how many units are being offered at a certain price. Tell your prospect that because of the demand your inventory may be completely sold out in days, hours, or even minutes.

Both techniques work well when they are genuine and believable. You will want to use the technique that works best for your unique situation.

## Critical Element #7

So—you've made your call to action. What follows next is actually one of the most critical elements of a riveting direct response ad. Some say it is second in importance only to the headline. That's why you must always have a P.S. (7)

Did you know that many prospects will read the headline and then skip straight to the P.S.? This is particularly true in print advertising. That means the P.S. is often the second part of the ad that your prospect reads. Given this information, your P.S. should do one of two things:

1. State the entire offer in a succinct and compelling way.
2. Sweeten the deal with a bonus gift or additional discount for ordering immediately.

By doing one of these two things, you can often hook your prospect into reading more or even close the sale right in that moment.

If all you do is add a P.S. to your ads and sales letters, you can be almost guaranteed to increase response. It's that powerful.

This concludes my special report about "The 7 Critical Elements Of A Riveting Direct Response Ad." Thank you for reading.

If you own a business and would like dramatically better results from your current advertising and marketing, please visit me at [www.HealyMarketing.com](http://www.HealyMarketing.com). I keep a full schedule, but I occasionally accept new clients.

To Increased Profits,



Ryan Healy

**P.S.** Please help your business friends by forwarding this report to them. Thanks!

**P.P.S.** What the heck. I've decided to throw in a FREE bonus report below. It's called "**How To Write Sales Copy Fast—Even If You're Not A Writer!**" Scroll down if you're interested in reading it...

# **“How To Write Sales Copy Fast— Even If You’re Not A Writer!”**

A lot of business owners are afraid to write their own sales copy because they don’t consider themselves to be writers. If you fall into this category, please let me assure you...

You don’t have to be a good writer to write riveting sales copy!

The fact is, the best sales copy is written just like you speak. You do NOT want to sound like you’ve got a Ph.D. in English. You want to sound just like you would if you were talking to someone face to face.

Did you know some of the best copywriters used to be salesmen? This is because they understand how to sell. The writing part is an afterthought.

In fact, one of the best ways to write sales copy is to dictate. Speak your sales pitch just like you would in a face-to-face sales situation. Then play it back and transcribe it.

Of course, you’ll have to edit it here and there, but the essence of your sales pitch will be captured in words that you can put on a page. Pretty cool, huh?

One of the things I personally do to accelerate how quickly I write ad copy is this:

***“I write without editing.”***

What does that mean?

It means I write in one constant flow... as the thoughts occur to me... without editing myself! I don’t care if it sounds ridiculous. The words that pop into my brain go straight onto the page without a single critical thought.

When I do this, I write 10 times faster than normal. Instead of straining to write, I just “flow.” It’s easy once I get into the rhythm. Once you get your rhythm, it will be easy for you too.

Have you ever spent 10, 20, or 30 minutes struggling just to squeeze out a single paragraph or sentence? I have. It’s not fun.

If you’re like me, and you’ve found yourself in the same situation, then give my suggestion a try. Just write as it comes. Don’t edit yourself. Don’t worry about how it sounds. Turn off your critical mindset. Then...

Watch how the words just pour onto the page. They’ll come so fast, you’ll think it’s like magic. But it won’t be. It will simply be your subconscious mind... pumping out words... just as if you were talking to a friend at a coffee shop.

**Pop quiz:** How long did it take me to write this brief “How To Write Sales Copy Fast” report you’re now reading?

**Answer:** Less than 10 minutes.

Let me know how your ad writing goes. I’ll be eager to hear your results.

Peace,

Ryan Healy

**P.S.** Despite the suggestions I’ve given above, some business owners would still rather outsource their advertising and marketing. Writing advertising copy is simply not the highest and best use of their time. If this describes you, I invite you to go to [www.HealyMarketing.com](http://www.HealyMarketing.com). If you feel like we would be a good fit, please contact me so we can discuss how I might be able to help you.