

I'm not robot!

performance of your product - gaining its benefits immediately - in the most specific and dramatic way possible. Stylish benefits in time. Showing the product at work, just for an hour or a day, but for a period of weeks and months. Here, you extend your reader's vision increasingly in time, showing you a continuous flow of benefits. Get an audience. Each group of them provides a new perspective through which your reader can see the product. Seen through your eyes - experienced through your actions and reactions - the performances of the product become new, vivid and completely different again. Show specialists Approving. But not only celebrities and ordinary people can be used to reaffirm the benefits of the product. Specialists in the field - professionals - the sophisticated, the discriminating, the blame can be called to register their reactions. Compare, Contrast, Prove Superiority. Each new approach suggests others. The competition can be held in contrast. The disadvantages of the old product or service can be placed side by side with the advantages of the new - releasing these sharp relief advantages. Imagine the black side, too. And there is no need to neglect the approach of Heaven-Or-Hell. Here, the negative aspect for every promise - the problem you are releasing your perspective forever - is painted in all your black color. 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Basically, it makes you use editorial formats to give more credibility to your copy. Instead of looking like an ad, your copy should look like editorial content, says Schwartz. And I, as a content marketer, really like that idea. There are three types of Camouflage. The first creates credibility through the format - it will "allow the reader to enter your ad with the lowest possible mental displacement of "editorial" gears to "publicity". The second type is credibility through phraseology; using the news tone or, if your copy appears elsewhere, keeping with the editing jargon. The third type is credibility through mood adaptations. this is somewhat similar to the above, but instead of using specific words that you are keeping with the wider feeling. Ads often sound sales-y and hyperbolized. But you need to simplify your message and sub-promote the benefits of your product. You can even use something that Schwartz calls "debted sincerity." This means that you will point out the flaws in your offer, explain why is not suitable for that when you show your benefits, they will be believed much more deeply. How long should your copy be? This is not a key part of "Breakthrough Advertising" but I still wanted to do it. Mostly because I'm tired of people who want short copy because "no one reads long copy". People don't read copy that's boring, that's all. Of course, in certain situations you do not need much. If your perspective is more conscious, you just need to point them in the direction of yourAnd they are good to go. But sometimes you need too much. And bouncing it because because said: "People don't read anymore" are not just silly - it means you're leaving money on the table because you're not persuasive enough. The duration of your copy depends on three things - desire, identifications and beliefs: how much copy you need to increase desire. Your first task is to make your potential customer want what you have. "To make you visualize the wonderful new world that your product offers to it so hard that it practically lives in it - and then offer it that product, your roles and lifestyle. You need to make the prospective customer feel comfortable and praised for this product. You need to show how the product helps customers create the roles and personality traits they aspire to. "Identifications complement and intensify physical desires - add another dimension to them." How much copy you need to make it believe what you said. We all have opinions, attitudes, prejudices, fragments of knowledge and conceptions of the reality in which we live. You need to update these beliefs, strengthen some and weaken others, to make your possible customer see your product as a viable solution. The more work you need on these three fronts, the longer your copy will be. Don't be afraid to be prolix when necessary - Eugene M. Schwartz sure wasn't! I wasn't!

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