

Advertising – Choosing Words That Sell for Your Marketing Purposes

When it comes to writing marketing pieces for promotion and advertising both you and your products there are some words that just do a better job of “call to action”.

The following words will help you do the selling:

You or your – “You” is the most powerful word you can choose. It is more powerful than the word money. So instead of writing for example, “my clients say working with me is the best thing that ever happened to them”. Write, “You will notice a huge difference between my professional experience and that of any agent you have worked with in the past”. “You are the most important part of my job. Keeping you happy is my goal.”

Money – right after “you” is the word money. People love to save money, and earn money. Therefore, using the words, “save you money” makes a huge statement in any advertising piece or campaign.

Health/healthy – people want products, services that help them retain good health or make them healthier. Advertising the amenities of a neighborhood that have golf, tennis, jogging trails, bike paths, pools add to their desire to acquire that property. Using the phrase, “you will maintain your healthy lifestyle by using the bike paths, jogging trails in the highlands subdivision...” would be good use of wording in your ad.

Guarantee – people want to feel like they have assurance with their purchases with as little risk as possible. In real estate there are few times we could ever “guarantee” anything. However, if there were a new roof or foundation repair that came with a guarantee for a period of time, with the guarantee in writing, you could promote and advertise that guarantee. For other companies being able to “guarantee or your money back” is huge for the consumer to have faith in your product. We don’t do that in real estate sales. It’s generally a violation in every state to do so with the above exception from the homeowner.

Easy –everyone has a hurried pace in today’s world. People want things and tasks to be easy. Using the word easy and phrases such as “your process from buying to closing is easy with the XYZ Team of specialists”. Ordering is easy with our on-line process.

Free – whether it is a free market analysis, free consultation, free estimate, free report try to put something free into your marketing materials.

Yes – is one of the most pleasing words to the human ear. Use yes often with your clients. They enjoy hearing they were right or, you are just agreeing with them, or yes, the work can be done.

Quick/quickly – at every turn people want things done quickly. Whether waiting for loan approval, for an inspection, survey or appraisal to be delivered, clients want tasks

done quickly. For example, “you can be assured that I will follow up to make sure all tasks are done quickly and we stick to our time table of 30 days”.

Benefit – everyone wants to know “what’s in it for me?” The extra that is received by this selection needs to be presented. “The benefit of buying in this neighborhood is there is a community pool at no extra charge in your homeowner’s fees.” “The benefit of buying this house is the school bus stops right in front of your home.”

Person’s name – people love to hear the sound of their own name. Use it often during your conversation, “Marie, what do you think of the landscaping?” Always address marketing pieces to an individual’s name not “resident or occupant”.

Other powerful words include:

Love
Results
Safe/safety
Proven
Fun
New
Save
Now

When you advertise in the newspaper or your personal brochure, remember to use the **AIDA formula** for best results.

A = Attention

Short vision-creating words that will entice the reader to go further.

I = Interest

Create interest in the next several words to motivate them to read the rest of the ad.

D = Desire

Now that you have their attention you have to deliver a benefit to create a need for them to own this property. Choose a major feature of the property for building desire. “The perfect family room for gatherings by the fireplace on a cool night.”

A = Action

Now that you have the reader’s attention you must ask them to move or take action on their feelings. “Call Tina today.” “Easy terms available, call now!”

To maximize results from your ads, follow these **10 Tips to Effective Advertising:**

1. Collect as much information as you can about the property or product.
2. Determine the target audience for the ad. Don’t aim your ad for everyone. Who is the prospect for this house or farm or office building?
3. Remember people buy benefits not features. How will the buyer benefit from this purchase?

4. Every ad should have the location of the business both physical and your website, phone number, price and the features of the product. Using testimonials for selling your business is important. Use a QR code.
5. Never exaggerate. Avoid over used words like awesome, dynamic. Never use industry jargon or abbreviations. Always tell the truth.
6. The headline should be attention getting and eye-catching. "What's in it for me?"
7. Write the ad as though you were having a face to face conversation with the purchaser.
8. Close with a call to action. "Call Rita today"
9. After writing the ad review it and ask yourself, "does it inspire enthusiasm?"
10. Keep a copy of all your ads and make notes as to which ones work for you better than others do. Which one inspired the buyer to go on-line and search for you or pick up the phone and call? This will help in the future for all of your ad writing.

Will you use these ideas and techniques in marketing? Yes, because it's easy! Are you going to love the results? Yes, because it is free and easy to do! Guaranteed!
Start today!

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