

# Tip Sheet:

## Direct Response Creative



### Four Steps to Building Effective Direct Response Creative

1. Identify what is most important to the target customer when deciding to buy what the advertiser is selling.
2. Pinpoint the emotions the target customer might be experiencing when deciding to respond to what the advertiser is selling. This helps the advertiser to build trust and connect with more potential clients because they identify with what the target customer is going through. Emotions like fear, skepticism, anger, worry, and the need for approval are powerful, motivating emotions that need to be addressed in the creative.
3. Develop a problem—solution strategy. What problems is the advertiser providing a solution to and how? Be specific.
4. Who else can say that? The creative needs to relate exactly how the advertiser is different from the competition. What are the real benefits the customer is going to get when calling the advertiser vs. calling the advertiser's competition?

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### The Seven Secrets of a Successful Direct Response Spot:

1. Identify the problem. *"Are you losing your hair?"*
2. Communicate the solution. *"How would you like to have a fuller head of hair in as little as 14 days?"*
3. Create a sense of urgency. Give reasons to respond now. *"We have very special limited time offer." "The next 25 callers get a free gift."*
4. Establish credibility. *"This doctor-recommended formula has helped over 5 million people in Europe." "As seen in Forbes, on CNN and in Men's Health Magazine."* Testimonials are effective here.
5. Implement a limited-risk strategy. Develop an offer that prospects can't refuse. Free Trials. Free Offer. Guarantees. Bonus . . . for calling now.
6. Give a call to action. Tell the prospect exactly what you want them to do. *"Call now for a five-minute Free Consultation." "Log on to our website for a special offer."*
7. For **television**, keep the call to action and response mechanism (800# or website) up the entire length of the spot. For **radio**, say the call to action or 800# at least four times. Make sure it's the last thing they hear or see.