

The Most Uncompelling Ads You'll Ever See And They're All From... A Direct Response Magazine!

David Ogilvy left the advertising and marketing world a number of years ago. And, quite frankly, he'd be doing triple somersaults in his grave if he were to see how direct marketing has progressed since his departure.

And, if you're reading this and you don't know who David Ogilvy is, make it your number one goal to do so. It'll advance your education and it'll soon bulge your wallet... continually!

You see, direct response advertising and marketing is EXACTLY THAT... Direct Response.

Here I am; thumbing through the pages of a well known advertising publication for April 2007. I'm looking even more keenly at the advertising for various products, goods and services.

And, if I'm truthful, the adverts are bland, boring and there's nothing making them stand out over their competitors. And, I'm betting that these companies are probably making some money, maybe lots – but... imagine exactly HOW MUCH if they were to use the fundamentals of good, solid direct response advertising?

Let's go through them. And, if you're a company owner or a key representative of any of these ads, you should be squirming... to see if THEY keep you in the job!

Something else: as you go through the ads, note the headline and ask "can this headline stand alone as a compelling piece of advertising, or... can any company in any industry adopt the headline because of its weak generalities and clumsy vagueness?"

NoBody Does it Better
Smart Intelligent Connected
Timing
Give your prospects a new spark of life
Discover a world of opportunity

Well, that's it for now; I'll stop the torture. What do you think? Are these ad headlines pretty much the 'ad' for the ad? Does it tell you what the product or a service is? Do you know what industry these ads are talking about?

And do you know what else?

Some of these ads have the most arty farty pictures you can imagine! I think if any of these companies were owned by Alan Sugar or Donald Trump, they would've pointed the gun right between the eyes of those responsible for allowing their company to spend money on such wasteful, stupid and ineffective advertising.

And look, to be fair, this type of nonsensical advertising is rife and deep within every sector, industry and publication you can name. I bet you think I'm lying, don't you? Well, all you have to do is simply check through any publication you want, thumb through any newspaper, journal or trade magazine... for the disease is deep and long lasting.

If you're looking to melt through all the noise, the claptrap and sheer dumb marketing out there, and ... would like to have your company, products, goods and services stand out far above the masses, then... you can either break with your own and your industry traditions... or... continue to live with the knowledge that you are deliberately, consciously and knowingly... subjecting your company to slow marketing suicide.

A SOLUTION:

Go back to school... with David Ogilvy leading the class. Absorb your head into Ogilvy on Advertising and Confessions of an Ad Man.

For once you do, you'll see a dramatic rise in response and return on investment that it's not even funny. And, it could save or make your career!

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