

Having Difficulty Writing A Compelling Offer? Click On A TV Infomercial!

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**By Paula Morrow**

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Yes it's true. Everything I ever needed to learn about assembling a compelling offer, especially telling the difference between features and benefits, I learned from TV infomercials!

Now, just give me a second here.

Remember when you first started learning how to write copy? Whether for a classified ad or a sales letter, it was drummed in that it had to be a 'compelling offer,' heavy on benefits, not features.

But, telling the difference between benefits and features, plus putting together the offer in a convincing way, was a bit tough.

Then, late one night, I stumbled (clicked?) onto a secret treasure trove of ideas, that I've continued to use to this day.

If you want to hear benefit-laden offers presented in a emotional and compelling manner, just watch the infomercials!

Note how they effectively use the following (think you could incorporate any of these in your offers?):

\*Testimonials. The participants describe the products used on a very emotional level. Because they took a chance and ordered, their complexions are now clearer, waistbands looser, their meat grills easier (and with less fat)...

By positioning the testimonials in such a way that the audience identifies with them makes the 'what's in it for me' come across in a very clear and compelling way.

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\*The Concept of Value. A full-size product comes with a free 'travel size.' The order comes complete with bonus audio tapes and 'quick start' videos. Or you get a lovely bathrobe along with the leg waxing kit.

\*Proof. An extension of the testimonial, benefits are often presented visually. Before/after pictures are shown for a weightloss product or acne treatment. Live makeup demonstrations show how beauty can be yours, instantly. Copies of cancelled checks are displayed for houses purchased using a real estate system.

\*Urgency. The products can only be ordered by 800 number, available only during the show. Or there is only a limited amount of product available. A counter is shown onscreen, rapidly clicking down towards zero. It's a clear message: if you don't buy now, you miss out!

\*Ironclad guarantee. Infomercials always include a 30-day trial period. And the chance to keep part of the offer 'as their gift' if they decide to return the product. It's presented as a no risk, win-win situation. Always.

\*The Upsell. When you call to order, the operator's script always includes an upsell. Offering vitamins to go along with the fitness equipment. Or complimentary magazine subscriptions. They capitalize on the customer's mood to buy.

So, if the thought of how to write a compelling offer is keeping you up at night, do yourself a favor, and just hit your TV's power button.

Anthony Robbins, Carlton Sheets, Vanessa L. Williams, Ron Popeil, George Foreman, Susan Powter, Victoria Principal, et al, I salute you!

Paula Morrow heads Ideal Marketing Corporation, specializing in information products and training for newbie netpreneurs. Subscribe to IDEAL Profits, now read in 12 countries, and receive 5 bonus ebooks! <http://www.idealmarketingcorp.com/subscribe.html>

### **Infomercials – Television Advertising**

#### **By TK Healey**

Infomercials have been around for along time. Have you ever caught yourself glued to the TV watching and listening to information on a new TV product? We have all seen these ads and I am sure most of us have some of these products in our homes. I know I have several. Wow, will that really clean my floors and make them look new again? Use water to steam away all those germs. Only five minutes a day and you will lose weight! How can you not want to try these products? Only \$19.99 or 5 easy installments of \$29.99.

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A number of celebrities endorse these products. One product that has been around for awhile is The Thighmaster endorsed by Suzanne Somers. She also endorses other exercise machines such as torso track, beauty products and even appliances. Suzanne has made a real impression in infomercial world.

Celebrities definitely help these products to sell. These are people we can relate to and if they are endorsing a product and putting their name to the infomercial product it must be worth buying, right?

Some infomercial products have turned the spokesperson like Ron Popeil into a celebrity. Most people know who he is. When I hear his name "Set It and Forget It" comes to mind. Get rid of that fat from your foods and walk away while your food cooks. I have one of his rotisserie and I have to admit I love it! The food comes out real moist and tasty. Ron has come out with a whole line of helpful kitchen products.

George Foreman also got into "Get Rid Of The Fat" products. I also have his George Forman grill which is awesome for making sandwiches, hamburgers, cooking bacon and I find it easy to clean. It seems every year he perfects his product with a new line.

I do like infomercials and get easily drawn in. Sure some are just ridiculous gadgets that we really do not need and just end up in the back of the closet after a few uses. What about the products that you see advertised all the time and have been around for awhile? They must be living up to their ad and do what they say if some many people are still purchasing.

Television is a very powerful way to advertise a product and have it endorse by a celebrity and the product can become an instant hit. The internet has become another tool for advertising these products. The web makes it even easier for us to purchase. If you walked into the tail end of an infomercial you can find out more about it online. Do a search for the product name and you should be able to find it on the web. You can even find sites that have short clips of the product in action. What will be the hot As Seen On TV Product this year????

TK Healey chief editor for SurfTilYouDrop® a consumer based website focusing on products. Tv product reviews, personalized searches, video clips and more visit

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