

Is It Time For A Copy Facelift?

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**Is It Time For A Copy Facelift?**

**By Karon Thackston**

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by Karon Thackston © 2003

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I just had to laugh! During a recent conversation about how often you should change your copy, I had one person tell me "Well, if there were any \*good\* copywriters out there, they'd be able to write it once, and it would work forever!" Oh really? Actually, nothing could be further from the truth.

It is extremely rare for advertising copy to last for extended periods of time. Changing your copy is a given, the reason being that people and events change. Since we, as copywriters, are reaching our customers on an emotional level, we have to stay in tune with what's going on in their lives and their worlds. Let's look at an example.

Say you rent mailing lists. Your primary benefit might be that you have the largest lists available offering a minimum of 100,000 names per category. Things are going great, and you're renting lists like wildfire. But then - right in the middle of your success - the postal service increases rates substantially.

All of a sudden, your rentals begin to drop dramatically. Here you are screaming about the largest lists available anywhere, and your customer is thinking about how much his postage expense is going to skyrocket.

The businesses you rent lists to are now very concerned. What \*used\* to be your biggest benefit is now your biggest deterrent. Your customers no longer want to rent lists that have a minimum of 100,000 names. Instead, they'd love to be able to rent much smaller lists - in the 5,000 to 10,000 quantity range. Yep! You guessed it. It's time to change your copy, USP and all!

Any number of aspects can cause a change in focus for your target customer, and therefore a need to rewrite your copy. Here are some of the more common ones for businesses:

## Is It Time For A Copy Facelift?

- New tax laws
- New mandatory expenses (such as a postage increase)
- Starting a new business
- Closing a business
- Stock price increase
- Stock price decrease

Business to consumer sales can be affected, too. Personal circumstances that change every day include:

- Buying a new home
- Retiring
  
- Getting married
- Getting divorced
- Having a baby
- Receiving a tax refund
- Receiving an inheritance

What do I recommend? Twice a year, take a good, long look at your copy. What has changed in your marketplace? What laws, regulations, or events have been implemented or have taken place? Will these things have an impact on your customers? How will you respond to them?

Take that information and compare it to what your current copy says. Is your message clear? Are there benefits you need to update or change? Is your copy still making the most positive impact on your potential customers that it can?

If not, don't hesitate to make changes. After all, your copy is your key to new customers and repeat customers. And, as I said in the beginning, hardly any copy will last forever. Eventually, everybody is due for a copy facelift.

Most buying decisions are emotional. Your ad copy should be, too! Let Karon write targeted copy and ezine articles for you. Visit her site at <http://www.ktamarketing.com>, or learn to write your own copy at <http://www.copywritingcourse.com>.

## **Unique Gift Ideas for the 21st Century**

**By David Leonhardt**

As a personal growth specialist, I like to think I'm hip. I like to think I am avant garde. I like to think I am on the cutting edge - despite what everyone else around thinks about me.

I read last year that the growth sector of the future is in healthcare and wellness. So, being the hip, avant garde, cutting edge kind of guy I think I am, I decided I would give very unique and personal

## Is It Time For A Copy Facelift?

healthcare birthday gifts.

For Aunt Marsha, I settled on a facelift. I was so excited, I just couldn't wait to see her face. Either the old one or the new one would do.

"What's this?"

"It's an appointment for a facelift."

"A facelift?"

"Yes. Next week."

"An appointment for a facelift? Next week?"

"That's right."

"This can mean one of only two things..."

"What two things, Aunt Marsha?"

"Either you think I am uglier than a bearded manatee with blow torch burns..."

"Oh no, Aunt Marsha. You are as beautiful as a graceful flamingo with blow torch burns."

"...or you foresee me seeking shelter under the witness protection program. What is it you think I saw, and who do you think wants to do me in?"

"Well, when I was ten years old, you saw me scribble all over my brother's baseball cards. I got in a whack of trouble, so I suppose I could be a suspect."

"I somehow doubt I have anything to fear from you, except the threat of receiving another gift. Just what do you think you were thinking?"

"I know you don't need a facelift yet, Aunt Marsha. But someday when you get all old and withered and crumbly and crinkly, a few months from now...BANG!"

When I came to, I remembered a frying pan lunging at me to plant a kiss on my lips.

For my buddy, I settled on a different gift, although still quite unique and personal.

"What?!?"

"Hey, these tickets are very hard to come by. You should be thrilled that I secured an appointment for you."

## Is It Time For A Copy Facelift?

"But I don't need open heart surgery. My heart is ticking along just fine."

"Sure it is - right now. But someday you might need open heart surgery, so you might as well take it now and get it over with. That way you'll have it when you need it."

"Open heart surgery isn't something you just take and save for later. You can't place it in a box or in a safe somewhere."

"Whoa, Buddy. Cool your tonsils a moment. I considered getting you a lobotomy, but I worried about wasting my money...you know, in case they didn't find anything. "

Never let it be said that this personal growth specialist doesn't learn from his success. This year I read that the entertainment industry is the growth sector of the future. So, being the hip, avant garde, cutting edge kind of guy I think I am, I decided I would give hip, avant garde, cutting edge entertainment gifts.

I thought about some of my personal favorites. Unfortunately I could not find in the Yellow Pages any singing Gumby balloon-a-grams. I considered getting Aunt Marsha 1,000 self-destructing, ketchup-filled pink flamingo lawn ornaments with pirate hats, but I was not sure how to place them in the apartment corridor. Toenail clippers always bring me hours of entertainment, but I had no idea which of my family members have toe nails.

In the end, I settled on this column. Hey, it's humor, it's personal growth, it's entertainment. And you have to admit that it is unique. I printed a copy out for each of them. And guess what? I think it was a success. Each one opened up their gift, looked at it, looked up at me, looked back at the gift, looked back up at me and said, "Very funny!"

If you don't want to end up like me, why not get your relatives a dog gift or a horse-themed gift or an angel gift from Unique Gift Ideas at:

. They do NOT sell facelifts. After

all, people love unique gift ideas, but not quite that unique.

The author is freelance writer David Leonhardt.

Sign up for his weekly humor column up at:

Or read more personal growth columns at:

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Or join in the happiness at

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Unique Gift Ideas for the 21st Century

Should I Have a Face Lift

GIVE YOUR LINK A FACELIFT

Cosmetic Surgery – Selecting A Surgeon

The MACS Lift... how it differs from Conventional Facelifts

Home Remodeling Secrets

Web Copywriting Tune-Up Kit



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