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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Responsible Advertising

By Mary Wilkey

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RESPONSIBLE ADVERTISING

Does that sound boring? If so, stick with me—it gets better!

Some years ago Bruce Barton shared this story:

"One day when I was young in advertising, I slipped a piece of paper into my typewriter and wrote an advertisement for a life insurance company. It was addressed to young husbands and fathers. One of the coupons received in reply came from a traveler in Rio de Janeiro, whose home was in New Jersey. He was 38 years old, married, and the father of three children. He wanted information on a policy that, in case of his death, would guarantee his family an income of \$3,000 a year."

(I told you this was written some years ago!)

"On the man's return to New Jersey, the policy was written and the first payment made. A few days later he went to his dentist to have a wisdom tooth extracted. Somehow the cavity became infected, the infection spread and he died.

"That incident made a deep impression on me. Many times in the intervening years I have been reminded that somewhere in New Jersey there are a mother and three children, now grown up, who, without the slightest suspicion of my existence, have had their whole lives changed by the fact that one day I put together some words that were printed in a magazine, and read in a faraway country by their husband and father, who was

influenced to do what I suggested.

"It is a terrific power we wield, we men and women in advertising; it needs to be handled carefully, truthfully, sometimes even prayerfully. It is one of the most potent of all the forces that, for better or worse, can influence and change human lives."

Mr. Barton deserves kudos for his recognition of the kind of power that advertisers and marketers possess. And while we are recognizing that power for the tremendous force that it is, we also need to be sure that each of us is wholly

aware of the awesome responsibility that accompanies this power.

First and foremost, advertising should be truthful and make every attempt NOT to mislead the reader. Never ever lead a reader into thinking they are to receive one thing, when—in brutal fact—they are to receive another, whether that refers to quality, quantity, color, texture, appearance, brand, or any other variable.

Honesty allows for clean, mutually beneficial transactions. It benefits the seller by resulting in a core of satisfied customers, who become repeat customers, because of the positive trust factor. It results in fewer merchandise returns, and, consequently, bigger profits. It benefits the buyer by giving him a merchandise source that he can trust in all areas, with the ability to rely on the word of the seller time after time, with no hassles and the safety of completely guaranteed satisfaction with his purchases.

Next, realize that you have the power to change lives with your words!

Words ARE powerful! (After all, God used them to create the universe!) They are one of those powerful, invisible forces in the world, along with electricity, love, etc. Do NOT exaggerate in your ads. Tell the exact truth.

If you are recruiting people for a business opportunity, don't tell them they're going to be making \$10,000 a month, when that is going to be solely dependent on their own efforts. You may state that it is POSSIBLE, but don't mislead them.

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Avoid hype headers: "I'm Making \$5,000 a month on the Internet—You can, too!" is better than "Make a Mint Online!"

Truth in advertising carries many other more subtle benefits, which time and space do not allow to be pursued at this time, but, rest assured, all those subtle benefits are even more beneficial to both seller and buyer than the more obvious ones mentioned above.

Along those lines, dear readers, if any of you respond to any advertisement you see in 'elf Expressions Ezine and find that advertisement to be less than truthful, please email this publisher at once with the complete details, and if those details check out, we'll no longer publish that ad.

Feel free to reprint the above article with this info intact: Article penned by Mary Wilkey, publisher of 'elf Expressions Ezine: <http://elfexpressionsezone.com> To subscribe, email subscribe@elfexpressionsezone.com

Traditional Advertising Can Not Work, Find out what's happening.

By Jerry Klabunde

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Why traditional advertising does not work. How effective advertising will work. We study why advertising works and does not work. There are fundamental reasons why today's advertising does not work. We help you understand what is happening in the advertising arena. Effective Advertising provides lectures, workshops and hands on help. Effective Advertising helps you understand true effective advertising. Effective Advertising started providing our services in 1977. That culminated a life time of studying communications academically, the Voice of America (VOA), Radio Free Europe (RFE) and major top 10 traditional domestic media properties. Effective Advertising is the difference between knowing how your advertising is performing rather than guessing, as we are today. Why traditional advertising does not work is because we have not changed the way we advertise since we began to advertise. You will be shocked by what you will learn.

Jerry Klabunde

President

www.effectiveadvertising.com

Effective Advertising and Associates

Voice of America, Radio Free Europe, Major Traditional Media Properties, Academic, Several Degrees, Practical Experience Studying Advertising and its Efficiency, There are parts missing that is

keeping it from being a communication.



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