



Advertising for Mr. Right

By John O'Callaghan

After taking a close look at the kind of things women advertising for love say in their personal ads, John J. O'Callaghan, a direct response copywriting expert, was struck by the same old, same old messages everybody seems to be using.

"Try to sound different," John advises. "Being different makes your ad more memorable, and after reading all the others, hopefully they'll come back and respond to yours.

"Business advertisers invariably use a proven sales formula in their advertisements called AIDA. Attention. Interest. Desire. Action. And that's exactly what you want.

"Let's suppose you are single, reasonably attractive, over 40, are very picky, and have a clear idea of the type of man who might make you happy. Here's the kind of ad that might work for you, based entirely on the AIDA Formula:

Man Wanted. Executive Type. Aged 45-60.

If you are between the ages of 45 and 60, unattached, health conscious, a non-smoker, not into drugs or heavy drinking, not over-burdened with yesterday's baggage, not bad-tempered, not overweight and looking for a serious relationship with a reasonably good-looking, reasonably good-figured, kind, considerate, sincere and intelligent female professional with a great sense of humor, you should definitely reply to this ad. Send a recent photo and personal details to Box 7.

This ad is very different to the same old, same old stuff everybody uses. Different is what makes it more noticeable!

Here's how it follows the AIDA Formula. Exactly.

1. This sharp lady gets Attention by being very, very picky. Anyone won't do. She is targeting executive and professional types, and those that can identify with, and meet her specifications, are more than likely to apply.

2. Discerning professionals and executive types will think she sounds Interesting.

3. In effect, she is selling a long list of Personal Benefits. Presumably, she is also a non-smoker and not addicted to booze and drugs.

Obviously she is not an airhead. She is looking for a relationship rather than just a one-night stand. She says she is funny, kind and considerate.

These are the kind of qualities most likely to appeal to professional and executive-type men. In just a few words, she makes herself sound Desirable to the targeted market.

4. She makes a strong call for Action.

“If this is YOU, you should definitely reply to my advertisement.” In other words, “You sound like you could be My Mr. Right. I am already most interested in you. Please rush me your photo and contact info now.”

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