



Does your copy have the 'gift of the gab'?

Everyone is now running scared.

Confidence in anything and anyone is now through the floor.

If you work in marketing or sales, or in general or senior management and it is your responsibility to get your customers and prospects to buy what it is you are selling, you are facing a real battle.

Chances are, it could be the biggest battle you have ever fought.

This is a time when you have to be on your game. Everything you do from now on has to be right on the money. It's time to revisit. Time to re-evaluate. Time to get smarter...

So, let's start at the top.

Does your copy SELL? I mean REALLY sell?

Why? Because we all have to sell to survive, so everything you put out, has to SELL as hard as it can.

And to do this, it has to have the 'gift of the gab'. It has to SELL.

Most copy these days doesn't sell at all. The quality of copy I see right now, is the worst I have seen in more than three decades in this industry.

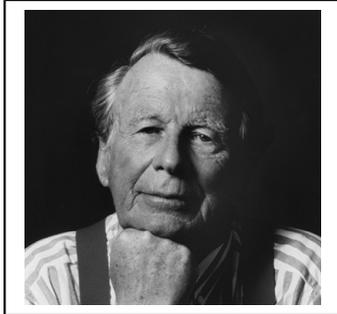
Companies have been taking copy for granted for the last decade - and don't see its enormous power. It's a commodity to them.

These dorks, with their heads in the sand, will be the first to disappear.

It's happening already. Serves them right. Bon voyage.

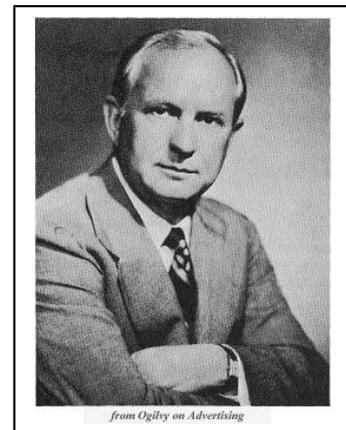
Copy has to SELL. How many times does it have to be said?

If you don't want to accept it from me, here are two of the greatest people ever to grace this industry. Listen to what they said on the same subject, many decades ago:



"Your role is to sell. Don't let anything distract you from the sole purpose of advertising"
David Ogilvy

"The only purpose of advertising is to sell. It has no other justification worth mentioning"
Raymond Rubicam



What these two great men said then, is still true today. Every word...

It will always be true. You HAVE to sell as hard as you can.

That's where the 'gift of the gab' comes in.

If someone has the 'gift of the gab', they have the ability to get attention, connect seemingly effortlessly and confidently - and persuade and influence the person or persons they are talking to, to perform a positive act.

Get attention, connect, persuade and influence a positive response. That's EXACTLY what your copy should be doing.

But marketers are suckers. They fall for the latest fads and wheezes, when history has shown time and again, that relying on what works, not what might work, is always a proven strategy.

Marketing silver bullets very rarely deliver. But, that doesn't stop people wasting money on total tripe. Content Marketing for example...

That's copy that doesn't sell. It's written that way. Pointless waffle. 'Soft sell and gentle influence' I heard it called recently.

Bullshit. Give me a sale or a response every time.

Content Marketing is sex without the orgasm. Absolutely no point.

No client I ever worked for, wanted soft sell and gentle influence. They wanted the cash register to ring. Again and again and again.

So, don't pussyfoot around with nonsense. You don't have time - as you have a massive challenge in front of you. It's going to be hard.

A lot of your customers and prospects have switched off. They have retreated into their castles and pulled their drawbridges up.

Abysmally poor advertising and marketing over the last decade bears a lot of the blame for this. It has turned people off.

Most of it has been staggeringly poor. It still is.

The people we are targeting are now apathetic and uninterested in what we are selling. They are fed up to the back teeth with us. And we only have ourselves to blame.

Getting a response and a sale is a bigger challenge today than it has ever been in the history of our business.

Copy is key. But it has to be copy that SELLS.

Professionally written copy has a chance to get that drawbridge lowered. Anything else will bounce off the castle walls - a waste of time and money.

Whatever your choice of media for your messages, remember one thing. Pretty pictures rarely sell. It's words that do the selling.

It has always been so. And it always will. The right ones, anyway...

People who have the 'gift of the gab' know how it's done.

Remember those guys (yes, they were always guys), who suddenly sprang up in empty shops on High Streets and always generated a crowd?

Most of them were selling electrical items - radios, toasters, portable TV's and numerous gizmos - they were piled so high, you could hardly see the salesman.

But, you *heard* him. And when he started to sell, he was irresistible. He demanded your attention and he got it.

And, most of us bought something from these guys at some time or another. Even though we had no intention of doing so when we left home that morning.

They just captured us on the day with their technique and their skill.

There was no escape. They achieved the sale, because they knew how to SELL. They had the 'gift of the gab'.

In spades...

Same as market traders. They know how it's done. Especially the fruit and veg boys and girls. Go into any outdoor market anywhere in the world - and you'll see what I mean.

They have the 'gift of the gab'.

And, we mustn't forget the classic door-to-door salesmen of the 50's, 60's and 70's. They faced a cold call with confidence, because they knew they would win more than they would lose, once the consumer opened the front door.

Because they had the 'gift of the gab'.

All of these characters worked to the same formulaic sequence that a professional knowledgeable direct response copywriter does:

AIDCA. Attention. Interest. Desire. Conviction. Action.

To sell anything to anyone, you first have to get their attention. Then create interest and desire for the product or service on offer. Convince them why they should buy it from you - and then tell them what to do to get it.

Simple, logical and, above all, proven.

That sequence will never change. So don't ever mess with it. Alter it in any way and your copy will underperform. I guarantee it.

Does your copywriter have the 'gift of the gab'? Does your copy sell hard enough? If not, stop them writing copy immediately, because you are losing sales.

And you could ultimately lose a lot more than that...

Go out there and find someone that has the 'gift of the gab'. It's not going to be easy, as there are not a lot of them around anymore.

But a handful still exist...

The 'gift of the gab' was always present in numerous successful campaigns I have written for my clients in the last 3+ decades.

It was the main reason those clients enjoyed exceptional results like these:

- **A simple letter to past responders of a tour company that generated £170,000 of bookings in a fortnight.**
- **An email to enquirers and lapsed customers that generated £100,000 in new bookings, within a month.**
- **A direct mail subs pack, that broke all response records for new subscribers for a top ladies magazine.**
- **A PPC Ad copy test for a major London publisher, that saw my new copy beat the control ads for 5 out of 6 magazines.**

I have transformed a few hundred web pages as well - because website copy is particularly poor these days - pedestrian and uninteresting.

And a large percentage of them, don't sell.

And let's not forget this:

"Just a short note to say thanks for the "160 Hour Spectacular" letter and getting it together at such short notice. We've now got all the figures in - and the results speak for themselves.

Last year for the weeks before and after the Bank Holiday we achieved a total of £312.7K plus Vat. This year we managed a simply sensational £585.2k plus VAT... an 87% increase! Comfortably beating my target of £425K - and that was considered wildly optimistic by everyone here. To achieve such an increase at any time is impressive but to do so when trade is as difficult as it has been this year is really something. Clearly we would like to think that all our promotional activity contributed to our success but we have no doubt that the most significant driving factor was the letter to our customers."

Simon Watkins - Director, Bolinbroke & Wenley, UK

£585K. And the 'most significant factor' in generating that sales performance, was a simple two-page sales letter.

Do your copywriters deliver results like those above? If they do, then I apologise for this intrusion. If they don't, then why not get in touch and let's have a chat?

Whatever your future copy and creative challenges may be, I will make a difference. I've been doing it for over three decades - and I have no intention of stopping now.

And, here's two currently attractive offers I'm prepared to make to you.

- 1. If my copy doesn't beat your incumbent copy in any head-to-head test, I'll give you your money back. No quibble. Every single penny. That's how confident I am.**
- 2. If budgets are tight, you can use my [Copy Chief](#) service, where you can send me your incumbent copy and I'll improve it for a fraction of the cost of me producing new copy. A cheaper option for tougher times.**

As I mentioned earlier, it's going to get very tough out there in the next 24 months and probably beyond. We all know that.

So, everything you send out, has to SELL as hard as it possibly can.

To do that, your copy has to have the 'gift of the gab'.

I can give you that.

Keep the faith



ABOUT YOUR AUTHOR

Andy Owen is MD of **Andy Owen Copy & Creative Ltd**, one of the most respected and experienced International direct marketing consultancies, specialising in all aspects of creative, copy and strategy for direct and digital marketing.

Andy has been writing selling copy for over 33 years. He writes traditional and digital marketing campaigns, including direct mail, sales letters, emails, SMS's, PPC ads, media ads, websites, landing pages, brochures, radio scripts and much more.

He works with clients in three continents and was inducted into the **Direct Marketing Hall of Fame** in February 2015, one of only two individuals in Europe with that honour.

Visit www.andyowencopyandcreative.com

Andy launched an innovative new copywriting service late in 2019, called **Copy Chief** - which guarantees professionally written copy every time - for a fraction of the normal rate card cost.

If you would like to discuss any aspect of copywriting and creative for direct marketing, please contact Andy personally at andyowen@aol.com

All Andy's **previous Copycat articles** are available to download and enjoy

Don't forget to visit Andy's **personal website** where you will find many interesting tales, amazing yarns and wonderful stories - completely devoid of any corporate claptrap.