

But That's Not All

On September 7th Apple held one of its large scale announcement events. Apple uses these events to talk about software updates and products. If I were to ask you to think of the former Apple CEO Steve Jobs, more than likely the image you will have in your head is of him standing on stage in his iconic black turtleneck at one such event.

At each event a number people come on stage to talk about each of the new announcements. The entire backdrop of the stage is taken up with a projected image of the slides for each presentation.

At the end of the event the Apple CEO, then Steve Jobs and now Tim Cook, comes back on stage after it seems as if the event is about to finish. Steve Jobs would even go as far as to start to walk off the stage. The CEO then says "One more thing..." and those words also appear on the slide.

An unexpected announcement invariably follows. Some of these were about small upgrades, while others were the announcement of completely new products, like the Apple Watch.

It has become such an important part of the Apple events that days before the September 7th event tech journalists were speculating as to what the "One more thing..." might be.

Even if you don't have an iconic brand like Apple or an iconic segment like "One more thing...", there is a valuable lesson to be learned from this format and applied in our own marketing.

Direct Response v Brand Advertising

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Before we jump into the idea that we can emulate, it is important to understand the difference between direct response and brand advertising.

Most of the advertising you encounter on television, on the radio, in magazines, in newspapers, and online, is brand advertising. Brand advertising is marketing intended to make you aware of, or create a greater connection to, a particular brand.

Of all of these media, you will see the most brand advertising on television.

Think of a typical beer commercial. Each beer brand does this differently, but to show you what the beer is like, they show you people drinking it in a setting connected with the beer. Budweiser adverts are of people having a summer cookout with friends, while Heineken ads feature well-dressed people at underground parties. In both cases they are trying to connect their product to a particular lifestyle. Their aim is not to get you to take action right now, but instead connect your aspiration to their product so that when it comes time to buy, you will think of their product.

Direct response advertising is where the advertiser is asking you to take a specific action right now. One of the easiest ways to identify a direct response advert is if you are asked to use a particular code when you are ordering. For example, "Click on the radio microphone at check and enter the word 'Tony' to receive 20% off your first order".

The reason they are using a discount code is more about seeing what advertising is working than offering an inducement to get you to buy. The company will run the same advert on three radio programs, with each show using a different code, such as the host's first name. When they check their sales numbers they can easily see which advertisement was the most successful.

Direct response adverts are all about getting you to act right now. Because of this, these are the types of adverts we can learn the most from as small

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business owners. Most small businesses don't have a big budget to build brand awareness. Instead we need to make sales. Every time you send a sales letter to your list, it is a direct response advert.

The Structure of Infomercials

I love infomercials because they are direct response advertising in its purest form. By studying them we can duplicate what they do well.

The best infomercials use the exact same formula. They talk about the problem (and show how bad it is), they show the solution, they show the price, they show the bonus you will receive, and then sometimes they show a discounted price.

It doesn't matter if the commercial is two minutes long during a television show or if it is a full 30-minute show just to sell the product. They follow the same formula over and over again. If you study enough of these commercials you will be able to predict what comes next when you are watching them because they stick to the same formula so closely.

For example, while traveling I was having dinner in the hotel bar with my business partner. We were seated at a table near the bar which had a television on it with sound muted. A commercial came on for a pillow that included a slot for your iPad. The idea was to have the pillow on your lap to watch videos more easily without having to hold it up. The product itself isn't important. As we were watching the soundless commercial I turned to my business partner and said "And that's not all." A split second later that exact phrase appeared on the screen.

I am not telling you this to brag about how I am some sort of advertising savant! Instead I think this is an important point because direct response advertisers only do something if it works. As they are measuring the response from each advert, they know what works and what doesn't.

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They test each version many times. If it doesn't work, they stop doing it. If it does work, they repeat it until it stops working. If you see a tactic that appears repeatedly, then you know it is something to consider doing yourself.

And That's Not All

Take note of the order of the infomercials. After explaining the product they give the price and then they offer some type of bonus, which is either two for the price of one or a free additional product.

There is a specific reason for this order.

Here's why:

>* First, they prove the product works through demonstration. If they have done a good job, then the audience believes their claim.

>* Second, they tell you the price. This anchors the value of the benefit of the product to a particular price point. In most cases they will do an apples to oranges comparison to show that what they are charging is a fantastic deal.

>* Third, they offer a bonus by saying "And that's not all..." Because they have anchored the price, the bonus makes the price look even lower.

This is how it plays out every time. I just watched a commercial for an aerosol spray that fills cracks and leaks with liquid rubber. You can watch the video here: <http://goo.gl/lgx8XM>

>* First, you see all of the different ways in which the product works.

>* Second, they tell you the price of \$19.99. The apples to oranges comparison is "Don't call a repairman to fix leaks and water damage. That

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will cost you thousands of dollars." By doing this we see the product is way better than paying "thousands of dollars" and that it is a deal at \$19.99.

>* Third, in this case they don't use the phrase "that's not all" but one that is basically the same: "But wait! To make this the most amazing offer in television we are going to double your order and send you two large cans..." Now, not only do we see it as a good deal compared to a repairman, we are also getting the product half price.

How We Can Use This Idea

As a rule of thumb when you are selling anything, it is a good idea to offer a bonus of some sort.

When we make a buying choice it is an emotional choice that fills an emotional need. After we have made the emotional choice we then come up with logical reasons to justify this choice. (I am going to write about this in detail in a future issue, which will include the research studies behind this idea. For now I am going to ask you to take my word for it.)

By offering these types of bonuses we are giving our buyers logical reasons ("it is such a great deal because I am getting two for the price of one") to match their emotional needs for buying.

This Feels Like A Trick

I can imagine that as you read that last paragraph, you started to feel some resistance. You started to think, "that is one of those sleazy marketing tricks that I promised myself that I would never use..." Maybe this example will help.

A few years ago I was selling a \$500 information product to my list and offering another \$500 in bonuses by including information products that I had sold in the past. I received an email from someone who had just bought the product. She wrote:

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>I have studied copywriting and I know what you are doing by adding all of these bonuses as a way of trying to entice people to buy. At the same time, when I look at the list of bonuses that you are offering I am super excited because there is real value in those bonuses and I am as excited about the bonuses as I am the product. Thanks for including so much!

This will only work if you are adding something of value. If I made an offer for the same \$500 product and I said, "But that's not all. If you buy today I will throw in a box of paper clips absolutely free!" nobody would be moved to buy.

Having bonuses only works if you are adding real value.

How To Execute It

The execution of this is simple. In your next sales letter let them know what the price is and then say "And that's not all". I just looked at the sales letter for the *How I Built My Practice White Paper*. This is what it looks like:

>And That's Not All!

>In addition to the amazing content every month I have 2 bonuses for you.

>How I Communicate – The White Paper

>Early on in my own business I realized that the most important skill for growing it was the ability to communicate. Communication is more than just the words we write or say. We need to make sure our words are heard and read. If not, what we say is irrelevant.

>In this White Paper I give you the blueprint in step-by-step detail to how I plan and execute all my communication. This includes how I set up my website and email newsletters, I explain how I approach every

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new social media platform (like Twitter and Facebook), and I share what I do to get my content read again and again.

>20-Minute Copywriting Consultation

>You and I will jump on the phone or Skype and walk you through one piece of copy that you have written. I will help you with structure, content, and clean up the language so it is as juicy as possible. Your copy can be for a sales letter, a landing page, a launch announcement, or anything you want.

I didn't do anything fancy. I just straight out copied the idea word for word.

Types Of Bonuses

There are many possibilities for bonuses or special offers that you could offer. Here are the two of the most common.

More

Offer them more of what you are already offering them. If you are selling one hour of your time, give them a bonus of an additional 15 minutes. If you are selling them 10 oz. of a product, give them 10 oz. more.

Additional Products

In this case you are adding something to their order. If you are selling face cream, you might throw in a lip balm. If you are teaching a class, you could add recordings and transcripts of the class so your customers can use the material again and again.

I personally love adding digital products that I have already created. This gives me the opportunity to give them something more but it doesn't cost me anything to do it. The product has already been created and, since it is a digital download, it doesn't cost me anything extra to get it to them.

One Other Type Of Bonus

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There is one other type of bonus that you might consider that, in addition to helping you make the sale, is also a great way to market. Offer a bonus that they can share with one of their friends or loved ones.

For example, when I sell my eight-month coaching program I often throw in three 45-minute one-on-one sessions that my clients can share with their loved ones. My clients love the work I do with them and they want other people in their life to receive the same type of benefit. They love the fact that they can share me *free of charge*.

In addition to all the benefits above for offering the bonus, I now get the opportunity to work with someone who might not otherwise have found my services. This new person will already have a good impression of me because their loved one sent me their way AND if I do a good job, it is an opportunity to turn them into a customer as well.

Do It Every Time

I feel like there needs to be some expansive concluding paragraph to end this article. Instead I am just going to say that this works, it's easy, and you need to do it every time you sell!