

How to MASSIVELY increase the effectiveness of your marketing... (without changing a single word)

Here's the problem...

People are busy.

People are lazy.

People don't care about you (at least not as much as you think they do).

It's harsh but true!

Your prospects are NOT taking the time to read your sales letter, email or landing page copy as thoroughly as you think they are.

FACT: people are skimmers

They glance at a page and decide whether or not to read it.

They **half-read the first sentence** and decide whether or not to continue.

In today's modern world of shortened attention spans **how are we, as marketers, meant to get our message across to people?**

The answer...

...formatting.

That's right. The way you format your text has never been more important to the success of your marketing.

More specifically, the **size** and **'bold-ness' of your text can make or break you** - and most people are totally disregarding both of them!

Here's how most people read what you put in front of them:

- They **read what's big and bold**
- They **actively avoid large paragraphs and small text**

You know it's true - because **YOU do it too!**

(you're probably doing it right now!)

And you probably read that line above because it's a little bigger than the rest of the text and is italic, so it stands out...

If we accept that people will skim over our message, then we need to make sure our marketing appeals to them.

What does that mean?

You need to **make your KEY MESSAGES stand out** by:

- Bolding
- Underlining
- Changing Colour
- Increasing Font Size
- Capitalisation
- Italics
- Bullets/Numbered Lists
- Boxes/Circles
- Shading/Background Color

Your marketing WILL be skim read.

Prepare for it. Embrace it.

Compare these two paragraphs:

The Profit Accelerator is the **ONLY** programme of its kind that comes with a fully-fledged **DOUBLE** your money back guarantee! Come on board, work with your Personal Trainer, implement your Plan, and we guarantee that you will, as a minimum, get back at least double your investment in additional gross profits within the first 12 months - and if you haven't then we'll make up the difference and double it for you! That's how confident we are. We're literally putting our money where our mouth is!

The **Profit Accelerator** is the **ONLY** programme of its kind that comes with a fully-fledged **DOUBLE** your money back guarantee!

Come on board, work with your Personal Trainer, implement your Plan, and we guarantee that you will, as a minimum, get back **at least double your investment** in additional gross profits within the first 12 months - and if you haven't then **we'll make up the difference and double it for you!**

That's how confident we are.

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You can skim read the **second paragraph** and **get the message** - the Profit Accelerator comes with a Double Your Money guarantee.

But there's **NO WAY** people would **get the same message, that's using the same words, from the first paragraph.**

All because the formatting is not suited to the 'skimmers'.

How to implement this properly:

There's a **simple 3-step process** you can follow to get this right in your marketing.

Step 1:

Copy and paste your email/sales letter/landing page **into a Word document** and make it all the **same font, size and plain.**

Step 2:

Highlight, bold, underline or capitalise ONLY the words and phrases that convey your main point, benefits and offer.

Step 3:

DELETE the rest of the text.

If the text you have left would still work on its own - you're on to a winner.

If not, go back to the drawing board and enhance what you **MUST** convey to the reader.

Don't be afraid to enhance

entire sentences if that's what's necessary.

Too many individual words bolded up is a recipe for confusing the reader with too much 'visual noise'.

So there you have it.

Formatting matters. A lot.

And now that you know, make sure the next time you write **ANYTHING** to your prospects to make the key points **CAPITALISED, bold, italics, even underlined.**

As long as they **STAND OUT!**



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