

Three Wishes  
By Bill Cavaness

When it comes to advertising, I have heard many business people say – “Don’t spend much time writing ad copy. No one reads it anyway.”

When asked why they feel this way, business people usually give one of three reasons:

1. *My customers always look for the lowest price.*
2. *My customers already know what they want.*
3. *People buy from people they know, not from a bunch of words on a page.*

Those who don’t see the effectiveness of advertising copy don’t understand the purpose of advertising. Good ad copy captures a reader’s imagination and invites them to contact you for more details.

How does advertising and advertising copy capture the attention of readers?

Once a photo gets your attention, EVERYONE looks for one of three things. I call these *The Three Wishes*:

1. How can I save/make money?
2. How can I save time?
3. How can I make my life easier?

Effective advertising copy tells readers how they can have one (or more) of their Three Wishes.

You’ve seen ads with action words like, “Save”, “Free”, “Sale”, “Incredible Value”, “Buy One-Get One Free” or “Half-Off”. These words attract attention because **saving money is one of the Three Wishes**. Whether it’s consumers wishing to save money on ground beef or purchasing agents looking for a special price on equipment, **everyone wants a “deal”**. Using proven “power words” in your advertising will increase the response to your ad.

Advertising copy can show how your readers will save time. **Time savings can be a critical selling point** when you’re in a highly competitive environment. When companies tout their efficient customer service, they are promoting time savings because transactions are completed quickly and efficiently the **FIRST** time. Promoting “same day” or “next day” service also catches the eye of the reader because everyone “wants it **NOW**”.

Ads for a new cell phone, home appliance or computer are trying to get you to think about how the new item can make your life easier. Your audience is looking for the same thing – they want **products or services that will fulfill their wish to make their life easier**. When your ad copy includes powerful phrases like, “One Stop Shop”, “We’ll Answer Your Questions” or “100% Guaranteed”, your readers will know that your products/services will help make their life easier.

### **Bottom Line**

Companies like McDonalds, Nike, and Coke spend millions of dollars on advertising and ad copy to persuade people to use their products. These companies see a good ROI or they would spend their money elsewhere. In other words:

- Effective **graphics capture attention**
- Good **copy inspires action**
- Customers respond when one of the **Three Wish benefits** are clear

If your advertising can’t fulfill one of a customer’s Three Wishes, *you need help creating compelling advertising*. Cavaness & Associates can create compelling ads and ad copy that inspires people to get in touch with you. We can help you create ads and marketing materials that will grab the attention of your audience and will help you increase sales.

Call Cavaness & Associates today, 714-521-1170 and we will help you make sure your ads will help your customer’s Three Wishes come true.