

Commercial Specifics

by Jeffrey Hedquist, Hedquist Productions, Inc.

Which sounds more believable? “Hundreds to choose from!” or “We have 324 of these widgets in our showroom right now.”

Want to give your commercials more power? Use specifics. Examine each of the claims that you make in a commercial. Replace the generalities with specifics and you’ll have a more believable story.

Instead of saying “we have great service,” describe how when you come into the store our sales consultant will ask you 4 important questions about how you’re going to use this product and then demonstrate a variety of choices for you, explaining the pros and cons of each one.

Or you can say, “One week after your purchase, one of our representatives will call you to answer any questions you might have, show you additional ways of using the product and even offer hands-on help should you need it. Why do we do this? Simply so you will have a successful experience with our product. So when it’s time for you to buy another one you’ll come back to us.” In other words, tell the listener why you’re offering a benefit, don’t just throw out a cliché.

Yes, it takes more time to paint a word picture of this experience, but you’ve now given the listener a reason to buy that doesn’t sound like a pat phrase.

People are so used to hearing generalities like “lowest prices,” or “friendly sales staff” that those words have no meaning anymore. Comb through your copy. Take every single phrase and make it come alive by using specifics. And where do you get those specifics? Simply tell the truth in detail.

Do you have factory-trained mechanics? Tell us, “Last July three of our mechanics attended a two-week training course where they learned how to repair the six most common ignition system problems. They took apart and reassembled the ignitions of 7 domestic and 8 foreign car manufacturers. Does your mechanic get that kind of training?”

Your commercial will be more convincing if you tell the truth – in detail. Amazing.

To get you the kind of results you deserve, Jeffrey Hedquist puts his spots through a 14 point checklist at Hedquist Productions, Inc. P.O. Box 1475 Fairfield, IA 52556. Phone 641-472-6708, Fax 641-472-7400 or email Jeffrey@Hedquist.com. Submit your most important questions at <http://www.AskJeffreyHedquist.com>.

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