

Title:

The Power of Words in Advertising

Word Count:

446

Summary:

Words are important in expressing your ideas. The shortest words are the best and the briefest sentences are best.

Keywords:

printing, design, advertising, services

Article Body:

In most promotional material, aside from the attractive colors and images, the content serves as the primary enticing factor that lures customers to visit your store or give you a call.

Words are important in expressing your ideas. The shortest words are the best and the briefest sentences are best. You should remember that in creating ads a distinct and clear-cut impression is best expressed by short words and short sentences. A good ad and a good salesman both show appreciation of words and their effect. Neither says too little and both are interesting and business-like in their remarks. Take a look at the most successful business man. Analyze his style of dealing his customers. You would note that the great charm of spontaneity and off handedness accompanies his remarks. He is intelligent, satisfactory and specific.

Now, note that the language of your advertisement should be like the successful business man. It should be specific to the degree that it gives necessary information in a business-like style. Keep in mind that a good ad is original because it tells the tale of your values in a manner peculiar to itself. If you have real interest in your products and can write exactly what you feel regarding their qualities, you will find no difficulty in investing your ads with sufficient originality to make them interesting. But originality for originality's sake does not amount to so much in advertising. It is second to genuineness, brevity and clearness.

So let's say you want to produce that winning poster or brochure. Your focus should not only be the design but the content as well. You must carefully choose the words that you will use. It does not really matter if you only have a few

words as long as you are able to effectively carry your message across to your customers. With a good headline and content, chances are you will encourage your prospects to take a second look at your goods. Understand that a good headline possesses a distinct financial value. Its commercial importance is proven by the increased business it influences as compared with the trade brought by the ordinary advertisement capped with the ordinary headline.

Remember also that there is a very slim line between knowing too much and knowing too little about the products to be advertised. The right kind of an advertising writer sees the goods through the eyes of the public. Seeing the goods thus, he speaks the arguments best designed to influence the public. Hence, most of the time a good headline and content is not enough. You have to also make sure that the content can effectively influence your prospects.