



*Exclusive insights from Australia's
"results guaranteed" copywriter, Brett McFall*

DARE TO BE DIFFERENT: How extraordinary businesses advertise their way to success and how you can too.

Inside this issue...

- ◆ How to instantly take a boring "me too" advert and turn it into a "killer" with just the addition of 1 or 2 lines
- ◆ Powerful examples to make it super easy to apply "differentiation" in your business
- ◆ How successful entrepreneurs have made themselves and their businesses unique
- ◆ 3 ways you can make your business impossible to ignore ... **NOW**

Dear Friend,

There's only one way to make your business stand out from the rest – **be different.**

People today are faced with so many choices, they don't know which product or service to choose. And if you're not making your business stand out from the crowd, you are simply not being "seen."

Sure, people in your local town may know that you *exist* – they may pass your premises everyday – but you're just another business out there. Or if you run a business from home, then your situation is even worse. You have no passing traffic. The only way your market gets to see you is through your advertising.

Either way, in order to attract consumers to your business you have to stand out.

According to Jack Trout (author of "*Positioning: The Battle For Your Mind*," "*The 22 Immutable Laws of Marketing*" and "*The Power of Simplicity*"), the average supermarket has over 40,000 brand items on its shelves. That's a huge selection, isn't it? But you know what? The average family gets 80-85% of its needs from only 150 of those brands.

That means that over 39,000 items will go largely ignored!

What about cars? How much choice is there today when it comes to cars? There is around 20 different car manufacturers, with most of them offering everything from small sedans to large

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V6's and 4WD's.

What about toys? Have you ever wandered through a *Toys 'R' Us* or *World 4 Kids* store? Compare that selection with what you had as a kid. There used to be only small to medium sized toys shops. Now there are supermarket-sized stores with shelves stacked to the ceiling with more toys than you could play with in a lifetime.

What about books? You can find books on virtually any subject you want. Our libraries can't store the amount of books that are available. And hundreds more books are released every week the world over.

Which leads us to the Internet. There is literally no limit to the information you can find on the internet. No matter how bizarre the subject, it appears that someone, somewhere has written something about it, or is selling something on it.

Our lives today are all about choice. Which as a consumer is great. But what does that mean if you're in business?

Bottom line...

***Those who fail to differentiate their product or service
in the mind of the consumer, won't stand a chance.***

And I can tell you something else, there's only one person qualified to take charge of differentiating your business. No, it's not the local marketing consultant or advertising agency. It's you. You are the only person who knows your business inside out. In fact, you know exactly the reason why people should be shopping with you instead of your competition.

The problem is, you don't tell anyone!

Virtually no-one does! Hold on, I've give you an example. Let me go and grab the yellow pages to see how the average business person "differentiates" themselves from their competition.

Okay, here we go...

I've just flipped open the Sydney Yellow Pages, and on the first page I've come to there's an ad for a beauty therapy business in Sydney. Here's what it says:

BEAUTY & THE BEAST SALON

- ***Facials***
- ***Massage***
- ***Body Wrap***
- ***Blah... blah... blah***

Then the logo and phone number.

Now on that exact same page, there's another ad ...

NEW ELITE BEAUTY

- ***Body massage***
- ***Facials***
- ***Waxing***
- ***Blah ... blah ... blah***

Then their phone number and address

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Then...

- THE BEAUTY ROOM**
- **Facial Treatments**
 - **Face and Body Waxing**
 - **Body Massage**
 - **Blah... blah... blah**
- Their address and phone number**

“Simple little changes to your advertising are what catapult you out of the masses and into the ‘special’ category.”

And not only do these 3 ads say essentially the same thing, but there’s another 4 on the double page spread that say the same too. In fact, I could flick to nearly any page and the story would be the same. *Now what does this tell you?*

It’s simple. As business owners we are operating in the most competitive age ever. Consumers have never had as many choices as they do today. Yet, virtually no one makes any serious attempt to stand out from the crowd!

I bet that each of these businesses knows exactly why they offer a better service than the next guy, but no-one will ever know about it. And unless they offer something extraordinary in their customer service, these businesses will be lucky to still be around in 5 years time.

I’ve got a question for you: How simple would it be for these beauty businesses to create something unique? Quite. For instance, what if one of the ads said...

- ***“The only beauty centre to have 5 masseuses on staff, so you can book in whenever you want and never have to wait.”***
- Or... ***“FREE 5-Minute Skin Diagnosis, no appointment necessary. Plus receive a bonus pore pack valued at \$12.”*** The pore packs would be low-cost, but high-perceived value. This would be their unique selling proposition. And as long as no-one else was saying the same thing, this would be a killer lead-generator.
- Or... ***“Sydney’s only beauty centre specialising in Swedish Therapeutic Massage for the world’s best relaxation.”*** The owners would simply just contract masseuses who specialise in this type of massage. If the idea takes off, they would put them on staff. If not, they would find something else to make the centre different.

This is all it takes. Simple little changes like this to your advertising are what catapult you out of the masses and into the “special” category. And you know what? When you’re “special,” your customers love you. They become raving fans for your business. They talk about you to their friends and family BECAUSE you gave them something to talk about. You made your business unique.

Another example? Take your local **Charcoal Chicken** shop. There seems to be at least 3 of these in every town. They cook whole chickens over hot coals and they taste great. They also generally sell hot chips and usually cold salads. Maybe some fresh fruit salads too. And probably some fish cocktails, etc etc.

The point is, YOU know somewhere like this. Which means they must all be very similar, right? So the same problem exists for these businesses as the beauty salons ...

...too many businesses offering pretty much the same thing.

So as a consumer, you again have ample choice. If you accidentally drive past one and don't want to turn back, it's okay because you can go to another and get what you want.

There's one charcoal chicken shop near me, and whenever they get the chance they like to talk business with me. But they don't really want to talk "business," what they really want to do is have a whinge.

They want to blame the GST ... or the weather ... or their location for their poor trade. But have they offered customers any special reason to come to their store?

I'm sure you can already guess the answer to this – NO.

How simple would it be for this business to dare to be different and advertise something unique?

- How about if they advertised **"3 Different Charcoal Chicken Flavours."** Nearly every charcoal chicken store bases their chickens the same way. But what's stopping them having 3 different flavoured marinades? Nothing.
- Or to make it simpler, just one extra flavour, **"The Only Chili-Flavoured Charcoal Chickens In XYZ Town."** Or Cajun Chicken, or Honey Chicken, whatever. This would be so simple. Yet no one does it.
- Stores like this also rarely **home deliver** chicken. Why not? When Pizza Hut, KFC and many restaurants do it all the time. People like to order in.

See, just advertising something different like this would put this business on the map. Why? Because customers couldn't get that specific kind of service anywhere else. Yet, these business owners are not interested in the idea. They'd rather complain and wait for things to get better.

Okay, let me find another example. But this time where someone has actually differentiated themselves quite well. As you'll see, it's not very hard.

I've found the **Flying Schools** section. There would have to be at least 9 ads here for "Learn To Fly" classes. Here's what 8 out of the 9 ads say...

XYZ FLIGHT TRAINING CENTRE

- **Private and commercial training**
 - **Part-time and full-time courses**
 - **Twin or single ('engine' I presume)**
 - **I.F.R. Training (with no explanation of what I.F.R. training is)**
 - **Modern fleet, etc**
- PHONE NUMBER ETC**

You get the idea. Give or take a few points, they all say virtually the same thing.

Then this one company with an ad that's only half the size of the others does this...

**How Having Your Own
Personal Instructor Will Get
You Your License Quicker and Cheaper**
WE GUARANTEE YOU WILL LEARN MORE BECAUSE...

You want YOUR instructor to take you for your next lesson instead of someone different each time. You want YOUR instructor to take you from your very first lesson right through to Commercial standard, if you so desire; to teach you to fly at night and in clouds, to introduce you to the challenge of flying tailwheel aeroplanes and the exhilaration of performing aerobatics and maybe even train you in the art of instructing, so that one day you may join us in this great profession of ours. You want to be taught at your own pace and pay as you go, but above all else you want to have fun ... WE DO!

**So come and share our exciting world of flying, call us on 9608 2144
LIVERPOOL FLYING SCHOOL**

“No-one is going to stop you from thinking outside the square. No-one said you couldn’t do things your way.”

Now look at the difference between these ads. The first ad is basic, non emotional and very clinical. Whereas the second ad oozes care and passion for flying. Which is just as it should be. Flying is a wonderfully exciting thing and this company has capitalised on it. Before you even make a call to one of these companies, this company already has you on-side.

So while 8 out of 9 companies are prepared to do what they’ve always done, just one has stepped out and connected with the reader. ***Liverpool Flying School has differentiated themselves from the rest by becoming the most “friendly and caring.”***

What’s holding you back?

Are you a victim of **“Similarity Thinking?”** Do you unconsciously go with the flow and do the things that are expected in your industry? Would you do things a little bit differently, say 10% of the time, but overall do things fairly similar to everyone else in your industry?

Well understand this: nothing is holding you back. No-one is going to stop you from thinking outside the square. No-one said you couldn’t do things your way.

No-one tells **Dick Smith** how to market his various businesses. He doesn’t have an agency. If he did he wouldn’t be the success that he is now. Look at his new food product range. He’s dared to be different by positioning himself as the “little Aussie fighter.” So that when you buy his products, you’re “helping Australia,” not some overseas corporation. ***He’s differentiated himself by being on “our side.”***

No-one tells **Richard Branson** to “tow the line.” This man’s ability to “differentiate” his *Virgin* companies from the rest has turned him into one of the richest of all time. His escapades as an adventurer give him all the advertising he needs and helps his brand take on that personality too. ***He’s differentiated his airline and his music stores from the rest by becoming the most “outrageous.”***

Gerry Harvey, managing director of Harvey Norman Discounts, doesn’t sit back and hope

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people will realise his value. He actively markets himself and his chain as having the biggest selection and the best prices of home electricals, furniture and bedding in Australia. **He's differentiated himself by becoming the "best value."**

Whenever newspapers and TV networks want an opinion on real estate in the Sydney market, who do they call? **John McGrath**. He claims he is Australia's most successful independent real estate agent. Whether he is or not you wouldn't have a clue, but he probably is. And the papers now seek his comments because of this claim. **He's differentiated himself from the thousands of other real estate agents by becoming the "best."**

Paul Clitheroe was a financial planner like thousands of other people. But he developed his presentation skills so that he could go on radio and TV shows to give advice (i.e. Channel 9's "Money" program). Now his financial planning business is overloaded with people wanting him to manage their money. **He differentiated himself from other financial planners by becoming the "expert."**

So examples of differentiation are all around you. You CAN apply what the guys in big business do.

Siimon Reynolds, acclaimed advertising copywriter and author of "Whey They Zig You Zag" makes this comment:

"I have studied successful people now for over 15 years. While they may differ in age, race, occupation and motivation, I have realised that great achievers all have one thing in common. They travel their own road. They think differently than the average person. Feel differently, act differently and so their achievements are fundamentally different and greater. If you accept that the average person rarely achieves excellence, then if you seek greatness it makes absolutely no sense to do what the average person does. The gold medal in life always goes to the contrarian. The man or woman with the guts to dance to their own tune, to step out, to risk, to ignore the jeers from the crowd on the sidelines and walk (as Scott M. Peck so eloquently put it) the road less travelled."

The critical key to standing out.

Practice "**Difference Thinking**." You don't need some "guru" to come in and tell you how to market your business. You've got a brain. All you have to do is dedicate some time to sit down and start creating.

Thomas Edison, one of the smartest people ever, used to take time out just to ... *think*. That's right, just think. How else could he have made over 900 attempts to invent the light bulb. He just used to keep thinking of another way to do it. Not only that, he invented the phonograph, plus the earliest version of the motion picture camera too.

What's stopping you?

How You Can Differentiate Your Business

Take my newsletter for instance. My problem with most newsletters is that they provide tid-bits of information on heaps of different topics. Now that doesn't sound too bad ... except when it comes to implementing the information. That's because it's virtually useless. You can't go and change your business after reading a couple of paragraphs. You need to know a lot more.

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So I provide a full lesson in every issue. That way, you can go and apply what you learn STRAIGHT AWAY in your business. ***I have differentiated myself by offering the most “complete information.”***

I also have a unique selling proposition. This newsletter is *Australia’s only do-it-yourself guide for creating money making advertising*. No-one focuses on advertising the way I do. Which means you get the specialised information you need to attract prospects. ***So I have also differentiated myself by “specialising.”***

How can YOU differentiate yourself?

#1 - Being first is a powerful way.

Think about this: Who was the first person to walk on the moon?

Or, who was the first person to reach the top of Mt Everest? All “firsts” are household names. First person to walk on the moon was ... *Neil Armstrong*. First person to reach the top of Mt Everest was ... *Sir Edmund Hilary*.

Now plenty of people have achieved these feats since then, but the problem is ...

no one cares.

The world loves “firsts.” Who remembers the 2nd person to walk on the moon? Or the second person to conquer Mt Everest? No-one. And the same goes for your product or service. Being first in something differentiates you immediately.

For example:

- ◆ **The first carpet cleaner to offer 110% money back guarantee. You’re satisfied or we pay**
- ◆ **The first car dealership to let you try out the car like for a full 24 hours. If it’s not what you want, bring it back.**
- ◆ **The first cruise ship with ‘wave-piercer’ hull design for a faster trip and smoother ride**

These unique selling propositions are powerful. And they’re simple. But as soon as you read them your attitude shifts to one of interest in the business.

#2 - Being the cheapest is another way.

It’s not a method I advocate but if you’re in a position where you can provide amazing discounts, then you will attract customers like moths to a light.

- ◆ **We sell the same brands of XYZ product as our competitors, except for one main difference – we’re 25% cheaper**
- ◆ **The average mark-up on T-shirts is 39% - ours is just 15%**
- ◆ **While other real estate agents charge you a 3% commission, which is \$7,000 on an average house, WE CHARGE YOU A FLAT FEE OF \$995**

Just a couple of lines can instantly take you from “average” to “exceptional.”

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“If you accept that the average person rarely achieves excellence, then if you seek greatness it makes absolutely no sense to do what the average person does.”

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#3 – Offering the best service is a great way to differentiate.

Everyone prides themselves on great service, but few actually deliver it, and it only takes a little bit of extra effort to make an impact. For example...

- ◆ **Most computer companies just sell you a computer, then walk away. We give you 2 hours of on-site training plus 18 months of tech support over the phone, 7 days a week 9am-5pm**
- ◆ **When you order a coffee at most cafes, you just get a coffee. But at Scuderico you get a complimentary glass of soda water to cleanse your pallet and 2 free cookies baked fresh daily.**
- ◆ **When we say we'll be there, we mean it. We're the only team of tradesman who give you \$25 if we're more than 10 minutes late. And \$50 if we don't phone.**

So there are 3 great categories for you to try plus a heap of other examples too. I hope they inspire you on to even greater ideas for your business.

In summary...

You've got to make a conscious decision on what's going to make you different. You can't hope for it to eventually become apparent. You've got to sit down and work out what is going to make your business stand out from the rest.

There's nothing stopping you from changing the rules. It doesn't matter what your industry has done or hasn't before. You can completely change the way you do business. Best way to find out? Ask your customers. Find out from your customers why they shop with you and why they don't shop with your competitors. Your unique selling proposition could be staring you in the face.

But whatever you do, find it. Offer something totally unique to the world. You don't have to be one of thousands, hoping to make a buck when you can. You can quickly move to the front of the line just by ... *daring to be different.*

Warmly, Brett McFall

YOUR ASSIGNMENT:

Here are the steps to take to begin applying what you've learnt in this issue.

1. Firstly, you want to try the easy way – MODELLING OTHERS. Not your competitors. But people in our society who have taken the bull by the horns and advertised the fact they are different not just in one way, but many ways. Think of the top 5 business people in Australia, or the world for that matter. And if you can remember them, then it's obvious that they have made themselves and their businesses unique in some way. Otherwise you wouldn't know about them. But you've heard about them through the various media and they've done enough to make the news. You don't quite need to "make the news." However because THEY are in the news, you can study them and what they have done. All you simply have to do is get an idea from them and apply it to your business, or by just studying them you might even get a fresh idea.
2. Another way ... take the examples in this month's issue. None of these ideas are hard. They're all simple. In fact, the simpler your differentiation the better. You don't want to have to take a paragraph to explain what makes you different. It's going to be much simpler for your customers to understand if you can explain it in one sentence. A couple of lines at the most.
3. Then once you have it, it's time to splatter your unique selling proposition everywhere you can. On your business cards, your letterheads, your web site - anywhere your customers see you or your marketing material. THIS is how you break through the clutter. You can spread the same message in so many different ways that consumers can't ignore you or your special value. And how much is this going to cost you? Virtually nothing. At least, nothing more than you are currently spending. Only time and imagination. Fax me with your results!

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