



Be More Creative in 3 Easy Steps – Nancy Harhut nharhut@aol.com @nharhut

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“Where were you when the page was blank?”

Creativity doesn't solely reside in the creative department

The three easy steps:

1. Fill in form
2. Ask questions
3. Think like a scientist

David Ogilvy “If it doesn't sell, it isn't creative”

Alan Rosenspan “creativity is an idea that changes things”

Filling in forms

Strategy – What's the #1 reason someone won't do what you're asking them to do?

Offers – unique, personal, high perceived value

Channel/Contact cadence – where, when, how often?

What if we couldn't do this? How might someone else solve it? Why isn't this a good idea? What would make it better?

The most important lesson in life? Remembering to breathe.

Proctor and Gamble doubled sales by adding “repeat”. Lather. Rinse. Repeat.

Think like a scientist

1. “Eye magnet” words – announcing, introducing, finally, soon, now, new, free, discover, proven, easy, quick, improved.
2. The principle of scarcity – one time offer, last chance, quantities limited, purchase limit two, available to first 100 people, offer not transferable, and expiration date.

3. Personalisation – names are eye magnets. More likely to comply with someone with the same name (or sounds similar), past purchases, previous behaviours, self reported data, geography, presence of children in the family.
4. Principle of Social Proof – look to others like us. Customer testimonials are important – must be similar to target market. McDonalds – billions and billions served.
5. Icons – smiley face if below energy usage average on electricity bill
6. Colour – readership 42% higher than black and white, brand recognition. Yellow and Red are high response colours.
7. Provide a reason why – “because” is a compliance driver. Give a reason to believe – raincoats 50% off because our buyer purchased too many.
8. Pay attention to the way it looks – more persuasive if in an easy to read font. Not reversed out type or italics. Handwriting dramatically increases compliance.
9. Consider using fear – avoidance of pain can be a more powerful motivator than the achievement of pleasure.
10. The principle of reciprocity – try to repay in kind what people have done for you.