



# **PERSUASIVE ADVERTISING FOR ENTREPRENEURS AND SMALL BUSINESS OWNERS**

**How to Create  
More Effective Sales Messages**  
**Jay P. Granat, PhD**

**Persuasive Advertising  
for Entrepreneurs  
and Small Business Owners**  
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 **Routledge**  
Taylor & Francis Group  
New York London

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First published 1994 by  
The Haworth Press, Inc., 10 Alice Street, Binghamton, NY 13904-1580

This edition published 2013 by Routledge  
711 Third Avenue, New York, NY 10017  
2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN

*Routledge is an imprint of the Taylor & Francis Group, an informa business*

### **Library of Congress Cataloging-in-Publication Data**

Granat, Jay P.

Persuasive advertising for entrepreneurs and small business owners : how to create more effective sales messages / Jay P. Granat.

p. cm.

Includes bibliographical references (p. ) and index.

ISBN 1-56024-366-X (acid-free paper).

1. Advertising—Psychological aspects. 2. Persuasion (Psychology) 3. Small business—Marketing. I. Title.

HF5822.G7 1993

659.1—dc20

92-22807  
CIP

To my beautiful wife, Robin, who has always shown never-ending support for my entrepreneurial spirit.

And to all those who have ever had the courage and tenacity to work for themselves.

## **ABOUT THE AUTHOR**

**Jay P. Granat, PhD**, has developed successful advertisements, television and radio commercials, direct mail programs, and public relations campaigns for a wide range of products and services. A trained psychotherapist, he is particularly interested in the psychological factors that impact on and influence consumer behavior. Dr. Granat has written many articles on advertising, marketing, and public relations and has lectured extensively on entrepreneurship and business development. He is the winner of an advertising award from The Ad Club of New York. Dr. Granat is Assistant Professor in the Department of Communications at Fairleigh Dickinson University in Teaneck, New Jersey. If you have any questions about your company's advertising or about building your business, you can call him at (201) 224-4680 or write to him at The Skyline Consultation Group, 5 Star Center, 1355 15th St., Suite 290A, Fort Lee, N.J. 07024.

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## **The Power of Persuasive Advertising**

One direct response newspaper advertisement has made hundreds of thousands of dollars for a publishing company.

Many large businesses have been built with small classified advertisements.

One entrepreneur makes seventeen dollars for every dollar he spends on advertising in the yellow pages.

Increasingly, companies are relying on advertising that produces quantifiable results.

Many advertisements generate three hundred percent return.

Direct response radio and television commercials can cause your phone to ring immediately.

Persuasive advertising can build an image and increase sales simultaneously.

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## **An Inspirational Message for Entrepreneurs**

The credit belongs to the man  
who is actually in the arena,  
who strives valiantly . . .  
who knows the great  
enthusiasms,  
the great devotions . . .  
and spends himself  
in a worthy cause,  
who at the best,  
knows the triumph  
of high achievement;  
and who at the worst,  
if he fails . . . at least he fails  
while daring greatly,  
so that his place shall never  
be with cold and timid souls  
who know neither  
victory nor defeat.

*Theodore Roosevelt*

### ***Author's Note***

Due to production limitations, some advertisements and brochures could not be included in this book. If you would like to obtain copies of these materials, they can be obtained by contacting the author.

## Chapter 1

# Introduction

### ***WHAT WILL ENTREPRENEURS LEARN FROM THIS BOOK?***

- You will learn how to think like an advertising professional and be able to distinguish potentially successful advertisements from potentially unsuccessful ones. This will help you make more money with your advertising and save more money on your advertising.
- You will develop the skills that you need to create effective advertisements and commercials.
- You will find out how hypnosis and hypnotic principles can help you to increase the effectiveness of your sales messages.
- You will learn how to select the appropriate media for your sales messages.
- You will discover how to use public relations in conjunction with your advertising.
- You will see examples of successful and unsuccessful campaigns.
- You will learn how to work more effectively with advertising agencies and advertising consultants.

### ***WHO SHOULD READ THIS BOOK?***

The information in this book should be of interest to entrepreneurs, small business owners, copywriters, chief executive officers,



product managers, brand managers, advertising educators, and marketing directors.

In short, this book should be of interest to anyone who is concerned with creating more effective and more persuasive sales messages.

### ***WHAT'S DIFFERENT ABOUT THIS BOOK?***

Most advertising books for small business owners follow a rather uniform pattern. They begin with a brief overview of advertising and marketing, define some key terms, review some guidelines and formulas for creating good advertisements and commercials, and then show samples of effective campaigns. To be honest, when I initially thought about writing this book, I planned on creating a manual that followed the same general outline.

Fortunately, a few months after signing my contract with The Haworth Press, I had a brief but exceedingly valuable phone conversation with William Winston, my editor. Bill suggested that I include a lot of my personal experiences in the book. He felt this would make the book more interesting and would help me to teach the advertising concepts in a more innovative and proficient manner. I believe Bill is right.

In addition, if I evaluate myself as if I were a product and ask myself, What sets me apart from others who have written on advertising? I would have to say that it is probably the fact that I have a rather unique background compared with other people who work in this business.

As is noted in the "About The Author" section, I have had a diverse array of experiences. I have run a publishing company as well as an advertising agency. I am also a college professor and a psychotherapist. I have won advertising awards and have been a judge in advertising contests. I have been fortunate enough to create campaigns for a wide range of products and services.

My clients have included health care facilities, law firms, pharmaceutical companies, dentists, construction companies, photographers, software companies, video production companies, caterers,

accounting firms, graphic artists, printers, psychologists, weight control clinics, accounting firms, drug treatment facilities, inventors, and consultants. I have also written ads and commercials for books, video and audio cassette programs, and seminars.

I believe that all of these business and life experiences make it possible for me to provide other entrepreneurs and would-be entrepreneurs with some rather novel insights into the ad game. I hope that my broad range of life experiences will allow me to impart some useful information to you. Again, I believe Bill Winston is right and that a book that includes a personal tone will be more interesting and instructive than a book outlining theories, lists, rules, and guidelines.

I have given dozens of seminars on advertising, marketing, and public relations to a wide range of audiences, and I have noted that invariably workshop participants are very interested in the instructor's background and experiences. While I am not one to spend a lot of time recalling advertising war stories when teaching my college courses and workshops, I have observed that students listen very closely when I integrate a campaign that I have worked on into one of my lectures.

Moreover, many students are far more interested in real-life experiences than they are in the theoretical kind of information contained in most textbooks. As I mulled over Bill's advice, it occurred to me that a personalized book would probably be more fun to write—and hopefully more fun to read—than would a straightforward manual that resembles a textbook for small business people and entrepreneurs.

Throughout this book, I will integrate anecdotes about my advertising and business successes and failures. I will also try to tell you as many relevant tales as are needed in order to clarify and enliven the concepts under discussion.

### ***ONE ENTREPRENEUR TO ANOTHER***

Entrepreneurs are a rather special breed. Like a lot of you who are reading this book, I am an entrepreneur who has both made a lot of money and wasted a lot of money on all forms of promotion. I know what it is like to try to make decisions about copy, media, and advertising budgets.

Moreover, I have a gut-level understanding of the stress, anxiety, and challenges that entrepreneurs encounter on a daily basis. I know what it's like to stay up all night worrying about a big loan or a big cash investment in a venture. I also know what it's like to have a burning desire to see a creative business idea come to fruition.

I understand the powerful drive that so many people have to work for themselves. For some, self-employment is a question of getting away from a difficult boss. Others want the freedom and independence that their own business provides. Some entrepreneurs lack the tolerance and patience for corporate meetings and for large, cumbersome bureaucracies that move at a snail's pace. My wife, who has just started her own psychotherapy practice, and who has been bitten by the entrepreneurial bug, recently told me, "I don't know how I ever put up with traveling into Manhattan every day. Besides, I'm really glad to be away from that pain-in-the-ass boss of mine."

Other entrepreneurs catch the fever by watching a parent or loved one build a family business. When these youngsters enter the world of work, they often feel destined to have their own venture. Some simply want to model the behavior of an adult role model. Others are quite competitive where parents and significant role models are concerned, and they are compulsively driven to outdo and surpass what their parents have accomplished.

The point I am trying to make is that I am an entrepreneur as well as an ad man. I have a lot of friends, clients, and associates who are in business for themselves. I have been in several businesses the last twelve years. I hope I will be able to relate to you in a personalized and meaningful manner because I have probably experienced many of the same thoughts, feelings, problems, and situations you have faced or are confronting right now.

In addition, because I am trained as a psychotherapist, I understand many of the conscious and unconscious emotional and motivational issues that influence advertising, sales, and human nature. As you probably know, and as you will see through the course of this book, there is great deal of psychology involved in advertising. One of the links between my training in psychology and my work in the advertising business is my interest in the roles that hypnotic techniques play in selling. Some of you may be starting to conjure up images of subliminal advertising and you may be thinking I am

some kind of nut. In fact, some of my colleagues in academia looked at me as if I were a little weird when I mentioned my interest in hypnotic advertising.

Despite the fact that some of my own and others' ideas about hypnotic advertising have not yet been scientifically proven, I strongly believe there is much that entrepreneurial advertisers can learn by viewing advertising as being similar to the hypnotic process.

Also, I have been fortunate enough to do a lot of direct response advertising, which is often the kind of marketing communication the entrepreneur relies on. Many of the advertisements and commercials I have created are intended to get the phone ringing, get the checks in the mail, or get people into a store or facility. In fact, it is this kind of advertising, as opposed to image advertising, that many small businesses use most often. While some of these advertisements have enhanced a company's image over the long haul, their prime function in most cases was to get feedback in the form of sales or inquiries. In my view, direct response is the most challenging, scientific, and pragmatic form of advertising. You can actually quantify the cost-effectiveness of every dollar spent on a direct response campaign. In addition, direct response advertising and marketing are among the most powerful business tools for entrepreneurs whose companies are growing.

In addition, as many of you know, complex and multifaceted business problems and advertising problems often require multidisciplinary solutions. In other words, it is sometimes useful to be able to evaluate situations from several different perspectives. I believe my diverse background allows me to develop an overall perspective on many entrepreneurial dilemmas.

Similarly, it is quite common to find people who have diverse backgrounds within the fields of advertising, marketing, and public relations. I know a number of outstanding account executives who have backgrounds in law, accounting, and economics. Likewise, many fine copywriters have training in English, psychology, political science, or journalism. H. Gordon Lewis, a fine direct response copywriter, has written screenplays for movies. David Ogilvy, the famous ad man, had a lot of different jobs before getting into the advertising business.

Advertising is clearly an industry in which people's personal

experiences play a powerful role in the business decisions they make. For instance, it is quite common for a creative director to base an advertisement or a commercial on something he or she has observed or on a memorable life experience that has been stored in the person's unconscious mind.

Like a lot of people who are drawn to the communications fields, I am an idea person. I hope that my experiences and creative juices make this book worthwhile for you. I also hope I am able to impart useful information that will show you how to produce outstanding advertising for your entrepreneurial ventures.