

**The Single Biggest
Marketing Mistake
That Most FECs Make**

...are you making this very costly mistake?

This report is brought to you by...



**When it comes to laser tag the choice is
LaZer Runner...**

**Number one in systems sold for
*12 consecutive years!***

The Single Biggest Marketing Mistake That Most FECs Make

Have you ever run an ad and get absolutely NO RESPONSE?

Zero?

Zilch?

Nada?

Well, you're not alone. Believe it or not, MOST advertising today generates money only for the ad agencies, newspapers, radio stations etc. Why is that? Why is most advertising so ineffective? It's because most advertisers are making a huge mistake.

Let's take a good look at the single biggest money-sucking mistake that most FECs (and other advertisers) make, and discuss exactly what you have to do to overcome it...

Here's the mistake...

You Think You Need to Use “Image” Or “Institutional” Advertising Instead Of Direct Response Advertising

Do you remember those Infinity car commercials? They failed miserably. What a waste of money, time, and talent!

There are several mistakes that can be made in copy writing.... and I think those Infinity car commercials made every single one of them! I don't think that talking about a beautiful, snow covered mountainside is going to help you sell your product or service; and I don't think it helped sell many Infinity cars either.

The “Infinity Approach” is called Image Advertising – or some refer to it as Institutional Advertising... whatever you want to call it is fine... I call it a waste of money!

When people go into business, there are many who think they have to advertise like the “big boys” do. This is what advertising is to them. They know nothing else. Think about it... they grew-up with it, saw it, heard it, and read it for so many years... no wonder it's all they understand.

But, let's face it... there aren't many of us who have money to burn – and yet, if you choose to use image advertising, you may as well go out and burn-up a huge stack of one hundred dollar bills, because that's essentially what you're doing when you run image ads.

Image ads have several things against them:

1. They are a complete waste of your money

As an entrepreneur (no matter what the size of your company) you need to watch every dime you invest in advertising... yes I said “Invest in advertising.” That’s because **advertising is an investment** – and it can really pay-off bigger than anything you can dream of on Wall Street. But, it will never pay-off if you use image advertising!

Your advertising must be accountable. That’s why you’ll choose to use direct-response advertising.

2. Image advertising does virtually nothing to help you make more money... and unless you’ve got as deep a pockets as Coca-Cola, you’re *never* going to get “top of mind awareness” (or anything else for that matter) using image advertising. But, with direct-response advertising, you will get results... money, orders, response, etc.

If you can sell well, you can write hot direct-response ads that work.

The problem is, most people try to do “cutesy” ads and they try to do institutional/image ads. An institutional or image ad is one that tells people how great and wonderful you are. Or, an image ad will use music, dancing, sexy women and men, and then end with a company’s slogan, or other non-compelling nonsense.

Today’s advertising doesn’t motivate us to action – but it sure does entertain!

The sad fact is though, that **advertising really has nothing to do with entertaining people**. The down and dirty fact is this...

The only purpose for advertising is to make money.

The only way to make serious money is to get your prospect to take action at the end of or during the advertisement... not laugh!

The sole purpose of advertising is to make money, or to get your prospects to take the next step to send you their money or visit your location. And my suspicion is that’s exactly what you want to do...

Make Money!

Using image advertising is one of the worst traps an entrepreneur can fall into. As a matter of fact, a good 90% of all businesses in this country don’t understand the difference between image advertising and direct response advertising.

Image advertising has nothing to do with getting the customer to take action. Oh sure, the ad agencies will argue that point by saying:

“It does motivate people to action because by seeing the ad over and over again it created Top of Mind Awareness!
And when your product is at the top of your prospects mind,

whenever he or she needs your product, they know right where to go!"

Well, it sounds good in theory... but in practice... it just doesn't work as accountably and as effectively as direct response advertising!

Image advertising has serious drawbacks.

Honestly, I don't recommend any company ever use image advertising!!!

Why?

Direct response advertising is better! Any company can use direct response advertising and get better results than with Institutional Advertising! Image ads focus solely on you, your slogan, or anything else about you until you've shown them that what you offer will benefit their life in one way or another.

All they care about is what unique benefit, advantage, service, or personal enhancement you offer them that somebody else doesn't offer. Answer these questions:

- How am I going to improve their lives?
- How am I going to make their lives easier?

They want to know how you're going to enhance the quality, the value, the enjoyment, the profitability of their lives. Very few businesses truly understand that! People just don't care what you want!

All the things you do in advertising, in marketing, in selling should only be addressing what benefits you're giving your customer and your prospect, because they don't care about you. They just want to know what's in it for them.

However, they do want to know that you're qualified to help them. So, in your advertising, you must credentialize yourself. If you've got a special expertise and people don't appreciate it, find a way to explain it.

In everything you do, give people reasons why they should believe in you, so they'll buy.

Institutional advertising, or the practice of running ads that are designed simply to keep your name in front of the public eye, is a big joke.

Institutional ads are ineffective, non-trackable, and a waste of your time and money. These ads are totally ineffective and accomplish nothing more than transferring your money from your bank into the bank of the radio station, newspaper, or magazine.

Advertising is salesmanship. It's either salesmanship in print, salesmanship on the air, or salesmanship in the mail.

Advertising is not unclear, unmotivating, or off-the-wall statements that say nothing, make no case, or compel no one to action. But few, if any business owners truly understand the reason for running an ad.

The only reason you ever run an ad is to stimulate a direct and immediate response – either a qualified inquiry, phone call or visit to your location. Nothing else is worthy of your hard-earned money!

How do you tell the difference between and institutional ad and a direct-response ad?

That's easy...

An institutional ad is not trackable in any specific way; its purpose is merely to put a company name or message in front of the general public.

On the other hand, a direct-response ad is trackable – it asks the prospect to respond in some way (by phone, by mail, by coupon, etc) – so you can measure the effectiveness of a direct response ad.

When you run a direct response ad, you know within a few days whether you've made money or not. With image ads, you can't tell where your business is coming from.

Direct-response advertising will help keep you from throwing your money away, because you can measure whether or not your ad is effective. After all, if your ad isn't getting customers for you, then stop running the ad.

Doesn't that make sense?

And unless you know the purpose of an ad and how to create one and formulate it, I don't think you should be advertising – because all you'll do is throw your money away.

If you run display ads, do they make a specific offer that compels people to respond so you can measure, analyze and compare with other offers? You can answer that question when you're running direct-response ads. You can't answer that question with image/institutional ads.

But, since you can answer that question with direct-response ads, you should use the information to your advantage. Look at the response from each ad to see which one or ones pulled better than the others. Then, step back and ask yourself: "What caused one ad to pull better than another?"

Since you're using direct response ads, you can keep track of the results, measure what the bottom line comes to, and know whether to keep running the ad, or to drip it!

It's that simple.

If you were running an image ad, there wouldn't be any way to track the results.... it just wouldn't happen.

When running direct response ads, you must make sure you keep track (write it down) of everything: the positioning (the page number and position the ad appeared on), the basic appeal of your ad, the headline... what action you asked for, and any other information that'll help you come up with a better ad next time you run an ad.

You must always analyze your ads – what they say, how they say it, the headline, the offer, the action you direct the prospect to take, the costs and the sales.

The kind of money-making leverage you can get from direct response advertising is incredible – and it just can't be done with straight image advertising.

By simply switching from institutional (image) advertising to direct response advertising, you should improve your ad productivity many times over.

Here at LaZer Runner Laser Tag Systems, we try and stay away from institutional ads. I'd rather tell our prospects specifically what separates us from all other laser tag systems and why LaZer Runner is the best-selling laser tag system for the last 12 consecutive years...

Things like iLDT – intelligent Laser Data Transmission. When we introduced this breakthrough technology into the marketplace, we inadvertently made all other laser tag systems obsolete! The introduction of iLDT eliminated costly maintenance on a laser tag vest by almost 15 times!

Not only that, it gave FEC owners an alternative to the old-style infrared laser tag systems that are prone to breakdown on a daily basis. For more information on iLDT and why you need it if you are thinking of purchasing a laser tag system read the report entitled...

**How LaZer Runner's *Breakthrough Technology*
Made Most Other Laser Tag Systems
OBSOLETE!**

It's a real eye-opener!

Sincerely,



Kenn Schurek – Founder
LaZer Runner Laser Tag Systems

PS If you would like even more information on how a LaZer Runner Laser Tag System can expand your customer base and increase your profits...

Call our office and speak to **Paul Savard** at **780-496-9058 ext 248**. He'll send out a **FREE FACT KIT** stuffed and packed with all kinds of info on laser tag.

Or [CLICK HERE](#) to order the FREE FACT KIT online.