

**The Easy Way  
To Write *KILLER* Ads  
That Increase Business  
For Your FEC *NOW!***

*...a simple system that creates a winning ad EVERY time!*

**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 Easy Way To Write *KILLER* Ads That Increase Business For Your *FEC NOW!*

This report has been written for those who aren't very familiar with the process of creating great ads quickly and easily. Reading this will help you understand the basics of successful ad creation.

So, even if you've never written a word of advertising in your life, this report will teach you all that you need to know to get "up to speed" as it were.

Writing copy for you brochures, ads, flyers, business cards or any other marketing communication is critical to your success. It's something that you can easily learn to do.

I think.

You'll learn tips, hints and techniques that will help you write advertising which will get your prospect to buy from you NOW. There's nothing clever, nothing elaborate... everything's simple.

Most importantly, this report will show you how to transform **features** of your product or service into **benefits** that your prospect will want to buy.

But there's one thing that you've got to understand from the beginning. And that is this...

**No One Wants To Buy From You If You Don't Put Their Wants, Passions, and Perceived Needs First.**

Your prospect is only interested in doing business with you to the degree that he understands what you can do for him. You must be entirely unselfish in your marketing in order to write copy that sells.

In every work you write, every sentence you construct, in every paragraph that goes into your advertisement, you must realize that **your prospect's desires, anxieties and aspirations must *always* come before your own.**

This is the basic fundamental rule of successful ad writing. And this is something that very few professional writers can do. If you doubt that this is true... go out to your mail box and read the sales literature and copy that you find.

You've got to understand that successful ad writing is "all about your prospect"...it's about their dreams and desires. If you can't understand this, then don't bother trying to write your own ads and marketing materials, because you won't be able to.

### **Typical Mistakes That You Must Avoid So That You Can Write Powerful, Motivating Copy**

Hundreds and thousands of dollars are wasted every day on advertising that's not focused on the buyer. Too many mistakes mean too many dissatisfied, unmotivated prospects, which means too many unprofitable businesses.

The problem is that...

1. Most advertisements: Do not focus on the prospect... they focus on the seller. A very selfish thing indeed!
2. Most advertisements: Assume the prospect is as excited to buy from you as you are to sell! A false deduction if ever there was one!
3. Most advertisements: Try to be clever and creative. The minute you get clever with your copy is the minute you lose your prospect.
4. Most advertisements: Try to create a "professional image." This is ridiculous... but happens all the time! Your professional image should always come second to *THE PROSPECTS NEEDS WANTS AND DESIRES*. Nothing should be more important than your prospect... especially not "your image"!
5. Most advertisements: Drone on and on and on about the features of a product or service and not on the benefits and what they can do for a prospect.
6. Most advertisements: Are deadly boring and dull. Copy should be written full of action, spunk and enthusiasm. It should move the prospect to action!
7. Most advertisements: Do not give the prospect a reason for acting NOW. After your prospect reads your ad they should be so excited about the benefits they get, that they drop whatever they're doing and take immediate action to further the sale along! Advertising that does that is awesome... and makes a lot of money!
8. Most advertisements: Do not understand the anxieties and aspirations of the prospect. **If you don't know your market, don't even TRY to write sales copy.**

9. Most advertisements: Do not sell specific benefits to the prospect. The best ads are stuffed with specific benefits for the buyer. Stop writing general copy.
10. Most advertisements: Do not guarantee the prospects satisfaction and therefore does not reduce his anxieties and worries about buying the product or service.
11. Most advertisements: Do not use testimonials to reduce the prospects anxieties and worries about buying the product or service.

These are some of the mistakes that most advertisers make.

After you've created an ad, always turn back to these pages and test your copy against these listed mistakes.

If you've made any of these mistakes, weed them out! If you have to, start from scratch and re-write the whole thing.

And by the way, get used to re-writing your ads!

### **Transform Your Features Into Benefits That Will Make Your Prospect Buy From You NOW**

Before I explain how to do this, I feel the need to re-emphasize this fact: If you don't know what your prospect wants to buy, or why he buys your service or product, then how are you going to sell it to them? You can't.

You need to do your marketing research. You see, if your preparation has been thorough, you stand a much greater chance of writing an ad that sells... as a matter of fact, that's the key to creating a hot ad.

#### ***If You've Really Done Your Research Your Ad Will Practically Write Itself!***

Having said that, let's assume that you know why your prospects buy, and let's talk about how to turn features into benefits.

Features are the elements of what you're selling. The elements of your product or service that are desirable for your prospect. Features are all about you and your product.

Features are important, but only to the degree that they relate to a benefit that the prospect gets from the feature.

**But features will not sell your product or service... benefits will.**

- Benefits are the advantages to your buyer.
- Benefits are what causes a prospect to buy.
- Benefits are what your prospect gets from a feature. (That's why the "you get" technique works so well! More on this later in the report.)
- Benefits answer the prospects biggest question "What's-in-it-for-me?" Your prospect wants to know the answer to this question *RIGHT FROM THE START*. So tell him!

So, if you want to write successful ads then you've got to get good at transforming features into benefits.

One of the basic rules of successful copy writing is this...

**You Must Always Lead With The Benefits, And Then You Can Follow With Features.**

Prospects always want to know what's in it for them first. After they know that, they might want to know more details about what you have to offer.

If you have a feature that doesn't offer a strong benefit, then leave it out... don't even waste your time with it, or consider it. You should never list features of your product or service as if they were in and of themselves, something meaningful.

They aren't!

A feature is only meaningful if it tells your prospect what he gets from the feature... and by their very nature, features don't do it. If you understand all of this, then you are ready to begin the process of turning features into benefits.

**Here Are The Steps For Turning Features Into Benefits:**

1. List every feature that you can think of.

The features are basically the key facts about your product or service: name, address, type of products, experience, price, availability, size, content, color, sharpness, etc.

2. Now answer these questions for each and every feature...

What does my prospect get from this feature? How much? How often? Why does it matter? What problem of the prospects does this feature solve? How well does it solve the problem? Etc.

If you do this you'll have a list of benefits that mean something to your prospect.

3. Rank the benefits in order of importance to the prospect.
4. Rank the problems that your product or service solves in order of importance.

You see, all of this is critical to your advertising success. A prospect doesn't care about your features... they just want to know what's in it for them.

They care only about what you can do for them.

And, they don't care about where you've been and what you've done. But, they do want to know what a difference where you've been and what you've done makes for them.

That's why you've got to learn...

### **How To Transform What You've Done For Other Customers Into Compelling Benefits**

A few key principles to understand...

People buy from you not because of where you've been, but because of what you've done for other prospects who are like them. The results you've achieved for others that have used you before are what interest your prospects.

Results are *always* more important than credentials to your prospects.

Realize that your prospects want to deal with someone that is personable, conversational, kind, and will talk straight to let them know how to solve their problems.

Your prospects don't want to know where you've been or what degrees and celebrated honors you have. They want to know what you've done for others so that they can have reasonable assurance that you can do the same for them.

***Here are the things I listed when I began writing ads for LaZer Runner...***

## Features and Benefits of Owning a LaZer Runner Laser Tag System

### **Intelligent Laser Data Transmission (i-LDT) and Radio Frequency Transmission**

First, let's get something straight right now...LaZer Runner is NOT an infrared system!

Infrared laser tag systems are old-technology systems that are prone to maintenance problems and downtime. Old-style infrared systems use an infrared beam to carry "encoded electronic signals". But, there are BIG problems with infrared beams...

- They expand as they travel making them very inaccurate.
- They generate "stray signals and interference" because they bounce off walls and ceilings (like a TV remote control).
- They are prone to "misalignment" causing inaccurate targeting.
- They have very limited range.
- They require much more vest circuitry that is prone to damage and maintenance.
- They require "download or reactivation stations" to make sense of the encoded electronic information that they carry.
- They require that the laser tag arena be blanketed with extensive hard-wiring to connect all peripherals, download stations, computer, scoring system, home bases etc. This alone is a very big maintenance problem.

LaZer Runner solves every one of these maintenance headaches by combining wireless radio frequency (RF) transmission, advanced fiber-optic sensors and laser data transmission. LaZer Runner has absolutely NO maintenance-prone infrared beams. Downtime and maintenance is virtually non-existent.

### **Fiber-Optic Sensors**

The advanced fiber-optic sensors in our Battle Vests are durable, spectacular, functional and visually stunning (they glow brilliantly in the dark – you program the colors). These sensors are mounted flush to the vest eliminating the need for bulky, protruding, high maintenance receivers that are the norm in the industry.

Not only that, but the use of these advanced fiber-optic sensors allows us to eliminate 90% of the high maintenance electronic circuitry that is used by other laser tag systems. The elimination of this circuitry and the fact that fiber-optic sensors are "as light as a feather" makes for a light weight and comfortable vest. Our vests are "tough as nails" and require almost no costly maintenance.

### **No Reactivation or Download Stations**

Old style infrared laser tag systems require a player to run and find a reactivation or download station every time he is targeted by another player. This is very cumbersome and slows down throughput substantially. Reactivation stations require constant service and maintenance. They are included in old style laser tag systems that need a method to get scoring information to the main computer.

LaZer Runner uses advanced, wireless radio frequency technology. All download and reactivation stations have been eliminated! When a LaZer Runner player is targeted, he is deactivated for a short period of time. His phaser and vest is then reactivated automatically without the need to find a reactivation station.

The LaZer Runner laser tag system is much more advanced than any infrared laser tag system could hope to be.

### **Real Time Scoring**

LaZer Runner has eliminated the need for high maintenance download or reactivation stations that are the norm in old style laser tag systems. Instead of running to find a download station to get scoring information to the computer every time that a player is deactivated, LaZer Runner automatically and instantly sends the scoring information to the main computer with wireless Radio Frequency technology.

The scoring information is instantly and automatically displayed on Team Score Monitors located in the laser tag arena. Individual player's scores are updated instantly right on the display on their phasers.

All scores are displayed "as they happen" in Real Time. Players can see how they are doing as the game goes on. There is no downloading...EVER.

### **Wireless Radio Frequency Technology**

Old style infrared laser tag systems require "miles of wire" strung throughout the laser tag arena to connect everything together. LaZer Runner uses advanced wireless technology to have all our components "talk" to each other. This means easy setup, no maintenance headaches trying to track down faulty wiring and no costly downtime! The LaZer Runner wireless Radio Frequency technology is clean and efficient.

### **Lightening Throughput**

Our exclusive game scenarios, elimination of reactivation and download stations, elimination of hard wiring strung throughout the arena, addition of wireless Radio Frequency technology and Real Time Scoring means one thing...

The fastest throughput in the business! More throughput means more profit! LaZer Runner delivers.

### **Complete Programmability**

The LaZer Runner LaZer Tag System is completely programmable so that you can customize each game or select from preprogrammed games that come with the system. Fiber optic sensors ensure that the Battle Vests are also programmable, allowing you to make up your own teams. It all happens simply and easily with the Touch Screen LaZer Runner Central Processing Unit.

### **Superior Technology**

Our high density surface mount integrated circuit technology provides more features in a smaller package. From superior fiber-optic sensors, to our custom LaZer Runner Central Processing Unit, the technology behind LaZer Runner is the foundation of its success.

Our unique microprocessors process data faster than any other laser tag system. Old infrared technology prone to maintenance problems and downtime has been totally eliminated and replaced with our advanced, wireless Radio Frequency technology. It all adds up to a modern, wireless more durable and more advanced laser tag system with almost no downtime.

### **Continuous Individual Play**

Of all the games that can be played, this one is THE most profitable. This feature is a MUST! Our operators say consistently that their profits increase by up to 38% with this feature!

New players can join an existing game “already in progress”. This feature allows you to maximize your prime time hours and operate efficiently during slow periods. Better yet, a birthday party group can play their own game while your regular customers are already engaged in battle. Our unique scoring system and Radio Frequency technology keeps track of everything for you. All you have to do is hand out the score cards!

### **Unique Scoring System**

Our scoring system does everything that you’d expect from a laser tag system and much more. Aside for the regular team games and the profitable continuous individual play feature, our scoring system allows you to use the system for your regular guests and birthday parties at the very same time. It’s a great feature if you need to “jet-propel your throughput” for lots of party groups. Exclusive to LaZer Runner.

### **Touch Screen Technology**

Forget about using the keyboard. Our Touch Screen Monitor lets you choose the game options you want right on the screen. Find the option, touch it on the screen...you're good to go. It's just that simple. It's easy to understand, simple to operate, fast and efficient. Exclusive to LaZer Runner.

### **Cash Control System**

At the end of the day the LaZer Runner Central Processing Unit will display the number of games played by all the vests. This system is totally tamperproof and provides a simple and effective way of "double-checking" the number of games played with the revenue collected.

### **Interactive Sentry Pods**

Players must always be on guard for Sentry Pods within the arena. These pods deactivate any player in range unless the player is quick enough to disarm it with his phaser. Sentry Pods automatically detect and warn players to evacuate the area prior to counting down and deactivating the intruder.

The Sentry Pod provides players with a unique interactive adventure that keeps the game moving. The best part is that the Sentry Pod is wireless and can be located virtually anywhere in the arena quickly and easily. There is no need to hard wire this interactive feature to the main computer and scoring system. Our advanced Radio Frequency system sends all the information to the main computer instantly and automatically.

### **Interactive Home Base Stations**

Our seven foot high Home Base Stations are visually spectacular, interactive, modular and wireless! Strobe lights, sirens, and lighting special effects combine to command players' attention. But watch out! These bases come to life and fight back!

Our Home Base Stations use advanced, wireless Radio Frequency technology. No old style infrared technology or miles or hard wiring to cause downtime and extensive maintenance. Our Radio Frequency Home Base Stations are virtually problem free. Easy to install, easy to use and easy to relocate within the laser tag arena.

### **Heavy-Duty Smart-Charging System**

This is simply the best charging unit that there is! Have any knowledgeable electronic technologist examine the charging systems available for laser tag games and he'll choose this one – no question. A three hour charge keeps the Battle Vests running for sixteen hours of continuous use. Compact, powerful,

state-of-the-art and very, very reliable. Never be caught with dead batteries again – EVER.

### **Vibrating Hit Sensors**

When a player is deactivated, not only does his vest shut down for a short time, not only do his fiber-optic sensors go dark, not only does the sound chip give him an audible reminder that he is deactivated, but the vibrating hit sensor lets him “feel” the exhilarating action throughout the game. The vibrating hit sensors are built in to every Battle Vest.

### **Two Stage Laser Targeting Beam**

This is a very, very cool feature! Pull the trigger on your phaser half way and you will discover a continuous laser beam emanating from the phaser. Use it for aiming. The beam stays “lit” in this trigger position. When you’re ready, pull the trigger all the way back to score a hit.

The LaZer Runner Targeting Beam is a feature that the kids really like. It looks spectacular in the arena. Exclusive to LaZer Runner.

### **“Lock-on” Warning System**

The LaZer Runner phaser will let you know when someone has you locked in their sights! The sound chip will automatically emit a very distinctive sound to ensure that you know that you had better take evasive action right now! Exclusive to LaZer Runner.

### **Protected Circuit Boards**

Traditional old style infrared laser tag systems use delicate plastic enclosures to protect their circuit boards from being damaged by the demanding laser tag environment and players.

That’s just not good enough!

At LaZer Runner, we are committed to providing the most durable and reliable laser tag system on the market. That’s why we enhance our durability by enclosing our vest circuit board in a light “steel cage”. LaZer Runner can take far more punishment with far less problems. Our vests are built “tough as nails”.

### **Handicapping Capabilities**

Sometimes you need a challenging game for your hard-core laser tag players and an easy game for smaller kids or less familiar players. No problem! LaZer

Runner offers handicapping capabilities to “level the playing field. Make the game easy for little kids and more challenging for the regulars.

It all happens with at the Touch Screen Monitor in one simple step. Exclusive to LaZer Runner.

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## **Rules For Writing Copy That Motivates Your Prospect To Respond NOW**

Remember, the main question to continually ask yourself, with each sentence you write, with each paragraph you finish, is this:  
Does This Help Get My Prospect To Act Now, Or Not? If It Doesn't It Should Be Pulled-Out And Thrown Away!

The purpose of your advertising is to get your prospect to buy what you're selling. If the copy does not answer this end, then it doesn't belong!

Never forget this!

Realize that no matter what anyone else says, **copy should be written so that its focus is on the prospect, never on you.**

Put your ego aside, and realize that you will win at advertising *if your focus is on your prospect, his desires, his wants and aspirations, and his anxieties.*

Tell your prospect that you have the solution to their frustration or problem. Prove it in your copy! Let them know that you understand their pains. To do this you must...

- Identify The Prospects Pain
- Make Him Really Feel It
- Let Him Know You Can Take The Pain Away
- Remind Your Prospect That The Pain Will Stay If He Doesn't Take Action To Get Rid Of The Pain.

More basic rules for writing copy that sells:

1. Target your market specifically.
2. Write the ad as if you were writing to one specific, select person.

3. Read your copy as if you were the prospect, consider it only from his point of view.
4. Never assume that your prospect understands what you are saying, tell him specifically what it is you mean.
5. Make your copy short and spunky, full of energy. Use action words and avoid adverbs and adjectives.
6. Make Your Copy Interesting. Write everything so that it focuses on the prospect. That alone will make your copy interesting to the prospect. If what you write is not about the prospect, then it doesn't belong!

Let them know what they "get". As a matter of fact, when you're having a hard time knowing what to write, come back to the simple, (but useful) phrase"

***"You get....."***

And then tell them what they get.

This is the easiest way to write ads that work.

7. Make your copy active. You are trying to get your prospect to take action, so your copy must breathe action. You are basically saying to your prospect, "You're in this uncomfortable situation. You want to be in a better, more comfortable situation. I can get you in that situation. All you have to do is act NOW!"

To make your copy more active get rid of conditional phrases like:

"You could get" or "You can have".

Instead, you should say "Get...." or "Have..." This works much better.

Write your sentences in the present tense. Say "Have this today by calling....." instead of "You will have this...."

8. Write your copy the way that people talk. That means starting sentences with a conjunction, it means using ellipses (dots like these.....) to get your prospect to pause while reading .... But still connect two parts of your continued thought. End sentences with prepositions, or start them with prepositions. Use sentence fragments. Use one word sentences.

## Break all the rules your English teacher told you to keep!

The best test to know whether or not your copy is written the way people talk is to...

### Read It Out Loud!

Any little “bumps” in your reading will tell you where you need to edit your copy.

Let me tell you something: You’ll never hear rules like this from an advertising agency ad writer! I can promise you that! All of these things are against the “professional writers” rules.

But, *their rules don’t work!*

9. Use emphasis devices to draw attention to words that are important, words that are more likely to get your prospect’s attention sooner.

\* You can underline important words.

\* You can **make them bold**.

\*\*\* You can use asterisks to set them off. \*\*\*

\* You can indent them.

\* USE CAPITAL LETTERS

\* Use boxes, or other outlining devices.

\* **S**tart your sentences with an over-sized letter

\* Use different colors (pretend this is blue)

Write notes in the margin

Write notes in the margin

Basically, you should use anything that lets your prospect know that THIS IS IMPORTANT. **READ ME!** I’VE GOT A BENEFIT FOR YOU!

These emphasizing devices work, and will guide your prospects eyes across the page to the important messages you are trying to convey to them to get them to act in their own best interest.

At the end of this letter you will find an example of a winning sales letter that uses these techniques. Try to use these as a model for just how much highlighting you should do. Obviously it can be overdone... and that’s not what you want.

Let's move on...

**10.** This is a key rule to never forget:

**Always Lead With Prospect Benefits, & Follow With Product Or Service Features.**

Following this rule will help increase your response to a large degree.

Make sure these benefits...

- Speak Directly To The Prospect
- Excite Him
- Frighten Him
- Let Him Know What He Has To Do To Get The Benefit

In short, motivate your prospect by leading with the benefits he gets, not with you, your product or its features.

**11.** Always give the prospect a reason for taking immediate action. Your advertisement fails if it does not get your prospect to take some type of action now. This means giving him a special price, a special premium, something free, or some other type of honest reason or offer.

Tantalize your prospect with compelling reasons to call you NOW!

**12.** Use testimonials to reduce buyers' anxieties. Good testimonials build credibility.

**13.** Repeat your message to your prospect over and over again. You need to repeat the benefits over and over so that they realize that you are the best solution to their problems.

**14.** Make it easy for your prospect to respond.

Don't hide your phone number by burying it deep in the text. Or, if there is another response device (reply card, etc.) then let them know exactly what to do. Be precise about this... tell them step by step what to do, and always remind them of the benefits they get by doing so. Don't just say, "CALL NOW!" Instead say, "To get the (benefits they desire) CALL NOW!"

Writing ads that compel an immediate response is something that you can do, if you work hard at it and follow the guidelines in this section.

If you use these ideas, they will work for you. These are the basics of writing ad copy that will get your prospect to respond NOW!

Now that you have a guideline and some direction on how to write a successful ad for yourself, do you want to read an absolutely **KILLER** ad? Of course you do.

OK then. Click on the link below. It will take you to a report that is an absolutely great ad. You should print it out for yourself and keep it as an example.

Happy reading...

A handwritten signature in black ink that reads "Kenn Schurek". The signature is written in a cursive style and is underlined with a single horizontal stroke.

Kenn Schurek – Founder  
LaZer Runner Laser Tag Systems

[CLICK HERE](#) for a copy of a **KILLER** ad!