

www.martinandjones.co.uk  
0800 **634** 9272



of **great advert design**

# Does YOUR shampoo leave you Dry?

**Did you know that 57% of people use the wrong shampoo for their hair type? And that over half of those remaining don't know how to achieve 'Salon' results!**

Choosing the right shampoo is never easy so at Wrights we have developed a straight forward range of shampoos which will help you to achieve the salon shine you always dreamed of! Specially formulated from ALL natural fair trade ingredients, Wright's dry hair shampoo is easier on your hair as well as the environment, delivering a natural confident shine whilst keeping your conscience clear!!

*"98% of readers who used Wrights dry hair shampoo reported a vast improvement in the condition of their hair within 3 days"*  
OK Magazine



CALL  
**0800 373 8181** NOW



Try the all NEW Wrights dry hair shampoo for 3 days and if you don't see a vast improvement we will refund your money – Simple as that - no questions asked!

**WRIGHT'S**  
HAIR PRODUCTS

# Do's



All sales are based on an emotional response – introduce your customer to a problem they face that causes them pain or annoyance.

Show them how you're going to ease their pain with your product or service

## To do this:-

- ▶ Decide what your clients ISSUES / PAINS are
- ▶ Decide which of the FEATURES of your product/ service will address the client's ISSUES/PAIN
- ▶ Show how your FEATURES will directly BENEFIT the customer
- ▶ Provide PROOF's as evidence to back up your claims

And most importantly, less is more – the more quickly you can spell out the benefits to the client the better.

## DO:-

- ▶ use the word YOU, YOU'RE or similar much more often than WE, OUR etc – customers are only interested to see what your product can do for them
- ▶ provide something of value for free – if you can – this adds between 50% and 100% to the success of an advert
- ▶ provide a guarantee – this makes you more trust worthy
- ▶ use white space – This gives your customer a chance for the eye to rest and increases the perceived value of your advert
- ▶ use strong images that mean something - We are visual beings and an image gets processed by the brain 10 times quicker than words so a strong image to accompany a headline is a must
- ▶ use the AIDA formula - **Attention Interest Desire Action**

# WRIGHT'S

## HAIR PRODUCTS

### Wright's Shampoo for Dry Hair

We are a large shampoo business that has been making shampoo since 1996. Our huge shampoo range consists of shampoo for different hair types and we also make conditioners and styling products. These products are made from natural ingredients and are quality products.

We have a small factory based on the outskirts of Ipswich and a small shop based in the centre of town just off Letsby Avenue. Within the shop we stock a wide range of products and we are sure you will find something to suit your needs.

All our products have been meticulously tested and combine the best ingredients. Within our range we have developed a shampoo for dry hair. As with all Wrights shampoos the basic principle behind our products is that they are made from natural & organic ingredients which we have tested through combining specific complimentary elements to produce the best solution - we hope you will agree.

We have priced our shampoo at £3.99 a bottle and although not the cheapest we think it is the best. We are very proud of our Shampoo and think that you will like it very much

We hope Wright's is your first port of call for all your shampoo needs; we also produce a large range of natural alternatives for your home, body and kids. We test these products to be sure they are free from nasty chemicals and that they work well too!

**Wright's Limited, Business Centre East, Letsby Avenue, Ipswich. IP2 4LU**

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Website: [www.wrightsshampoo.co.uk](http://www.wrightsshampoo.co.uk)

# Don'ts



Imagine you have a stamp saying 'SO WHAT'!

Now get this stamp and go through your existing/new adverts stamping everything that is a 'SO WHAT' statement.

For instance 'we're the biggest and the best' = 'SO WHAT'??

That's not doing anything for your customer – biggest and the best are FEATURES of your service / product and do not show any BENEFIT to your client.

You have to remember the customer doesn't care about your product – only what it can do for them.

## DON'T:-

- ▶ produce adverts that are heavily reliant on FEATURES
- ▶ bang on about We, OUR and US
- ▶ have a boring unemotional headline only saying who you are
- ▶ pack the page with text
- ▶ obscure an image with text – this will make it hard to see both text and image
- ▶ use any 'SO WHAT' statements
- ▶ make the advert boring and old fashioned
- ▶ use a poor image which doesn't have any impact