

## **Creating Messages that Work**

### **By Cecilia-Marie Flynn of the CMHA**

- › Word Hook
- › Character Hook (e.g., beavers for Bell, Ronald McDonald)
- › Repeatable Theme
  - Your product is the answer to the problem
- › Consistent Brand Layout
  - Same essence and visual details
- › **When a sale is made:** When your product matches up with the visual image of your customer's unmet need
- › In a good ad, there are five elements MAX!
  - E.g. of three elements: hook, contact info, blurb
  - Don't put too much
  - Remember: **Brochures don't sell, people sell**
  - Give them enough info that they want to contact you
- › Who can help make your sale?
  - Who is an influencer?
- › For brochures and similar communications materials, **people want to know outcomes**, not names or descriptions of a product or service
- › Consider the medium for your message
  - Newspaper ads = call to action (e.g., 30% off sale – buy this weekend!)
  - Magazine ads – longer shelf life
  - Buy ads on the right-hand-side whenever you can