

13 Platitude Evaluations And Copy Killers To Avoid In Any Marketing/Advertising/Communication

Run your marketing/advertising/communication copy through these 13 tests and see if it measures up...

7 Platitude Evaluations

Could your target hear or read what you're saying, and respond with one or more of the following?:

- . : "Well, I would hope so!"
- . : "Who else can say that?/Everyone else says the same thing."
- . : "Well, Whoop-Dee-Do!"
- . : "Do you really believe that? Prove it."
- . : "What conclusion do you want me to draw?"

Does your copy feature or read as follows?

- . : Menu Board advertising
- . : Cross-Out/Write-In exercise: could you cross out your company name, insert your competitor's name (or vice versa) – and most people would not be able to tell the difference?

6 More Things To Avoid At All Cost

- . : Being cute for cute's sake
- . : Plays on words
- . : Ego stroking
- . : The profound approach
- . : The "snoozer"
- . : Company name for headline

If Your Copy Fails Three Or More Of These Tests – start over – or go to AndyMcNabb.com, or email andy@andymcnabb.com. Request your **free Monopolize Your Marketplace preview** – including success stories – of the customized-to-your-business, million dollar results producing, marketing, advertising, and communication system that, **regardless as to your business' size**, you can

- in one of the most hands-on, mentally exhaustive and focused business days you will experience, you'll create the specific-to-your-business marketing systems, strategies, advertising and sales tools, that will lead your target to the upfront and instant conclusion that they'd have to be absolute fools to do business with anyone else but you, so you can
- begin to put them to use the very next day to increase sales and profits.

No matter what the nature or size of your business, you can

- immediately and seamlessly integrate it into your current marketing/advertising/communication, **OR**
- have it serve as your own, proprietary master marketing system; immediately adaptable to any change in your customer, business, product or service focus.

FREE: No obligation – get your free Monopolize Your Marketplace system preview. Go to AndyMcNabb.com, or email andy@andymcnabb.com. Subject: *Free Preview*.

SEE 7/8/9 FIGURE RESULTS IN WEEKS for small and large B2C/B2C companies. **PLUS**, for more free tools and free offers, go to AndyMcNabb.com.