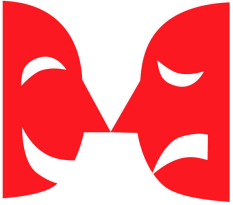


## E-LESSON #11: Creative: Use an Emotional Headline

### MANAGER OR FACILITATOR MEETING GUIDE

NOT FOR DISTRIBUTION TO SALESPEOPLE



Knowledge is power in this business. Our product is what we put out over the air. So in our case, creative knowledge is product knowledge. Failure to understand the difference between good and bad creative puts our salespeople at a disadvantage in managing our client's campaigns on our stations. But if a client perceives that the broadcast seller is more knowledgeable than he about the creative process, he will have more confidence in his account executive. Instead of the client telling us what needs to go in the he salesperson will "drive the bus" when it comes to creative issues. With your sellers in the creative "drivers seat", the client will ask for fewer spot re-writes and the salesperson will have more time to prospect new business.

E-Lesson #11 is the **EIGHTH** in a series of ten **red presentation ICONS**. The information contained in this ICON learning approach is designed to help salespeople to get local direct clients "on the same page" we're on as quickly as possible.

An overwhelming majority of media salespeople understand very little about what belongs or does not belong in a good advertising message, much less how to explain it to someone else. Horrible creative is one of the biggest reasons that clients say, "I tried television (or radio) and it didn't work." You have a far greater chance of winning a game if you know the rules. The rules for good creative are simple and they're easy to teach to local direct clients.

#### ***The purpose of this lesson is twofold***

- To emphasize the need for your salespeople to *know and recognize* the differences between good and bad advertising. This particular lesson involves the first of three rules for good copy, **USING AN EMOTIONAL HEADLINE**.
- To teach your sales staff how to show these differences and benefits to clients in language they can understand.

#### ***How to effectively deliver this lesson***

1. Make sure that every salesperson has a copy of the attached General Agenda for E-LESSON #11: **CREATIVE: USE AN EMOTIONAL HEADLINE**.

2. Download and view the corresponding on-line video and discuss HEADLINES in your sales meeting. Invite salespeople to show examples of some spots that they have developed.
3. Ask your production director to put some random spots together and play them in your meeting. Are spots designed to get the immediate attention of your listeners or viewers who are ON for the client's product or service? Discuss the importance of using emotional headlines in all local direct spots.
4. Distribute the Worksheet for Salespeople for E-LESSON #11:  
***CREATIVE: USE AN EMOTIONAL HEADLINE.***
5. Give salespeople 10 minutes to fill out the sheet.
6. Collect all worksheets.
7. Check your salespeople's worksheets to make sure that everybody is on the same page regarding the logic of using *headlines with emotions*. This is important stuff and once your people "get it" they'll use it.
8. As usual, make sure your salespeople are doing what they said they'd do in past E-Lesson worksheets. If you're following the plan, your salespeople are seeing and meeting with many more local direct businesses than they did last year.

*Paul Weyland is president of Paul Weyland Training Seminars.  
Please call him with any questions regarding this session. He can be reached at (512) 236-1222 or  
[www.paulweyland.com](http://www.paulweyland.com)*