

# WRITING SPOTS: Mr. A's TOP 10 TIPS<sup>09</sup>

1. ALWAYS **KNOW YOUR GOAL**. WHAT ARE YOU TRYING TO DO? WHAT DO YOU WANT TO HAPPEN AFTER A LISTENER HEARS OR SEES YOUR SPOT?
2. **DON'T CRAM** TOO MANY DETAILS. AUDIENCES DON'T REMEMBER MUCH. IF YOU GIVE A **PHONE NUMBER, REPEAT IT**. ALSO **REPEAT ANY INFO** THAT IS **CRUCIAL** FOR THE AUDIENCE **TO REMEMBER**.
3. **INFO** THE AUDIENCE MUST **REMEMBER** GOES **AT THE END** OF THE COPY, EVEN IF YOU ALSO MENTIONED IT EARLIER.
4. KEEP **SENTENCES SHORT** AND **SIMPLE**. MAKE THE SPOT **CONVERSATIONAL**.
5. ALL **HEADINGS IN THIS CLASS** SHOULD HAVE 5 ITEMS **ACROSS THE TOP** IN THIS ORDER:
  - THE **SLUG** (ONE OR 2 WORDS THAT SUM UP WHAT THE SPOT IS ABOUT)
  - THE TOTAL **TIME** OF THE SPOT
  - The writer's **NAME(S) AND CLASS COLOR AND Group Letter**
  - THE **KILL DATE** (IF NONE, THEN WRITE: "TFN")
  - PAGE NUMBERS** (PAGE \_\_\_\_ OF \_\_\_\_ )

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**EXAMPLE OF A HEADING:** (all headings in this class should be done this way)

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6. **SPOT TECHNIQUES** (ALSO KNOWN AS APPEALS) **VARY** these; they are **OFTEN COMBINED**.
  - SOME COMMON SPOT TECHNIQUES (APPEALS):**
  - STRAIGHT SELL:** SIMPLE DIRECT STATEMENT ABOUT THE ISSUE OR ORGANIZATION.
  - EDUCATIONAL SELL:** MAKES A LOGICAL APPEAL (TELLS YOU LOGICAL REASON(S) FOR TAKING A SPECIFIC ACTION.) USUALLY DEALS WITH BASIC NEEDS.
  - TESTIMONIAL SELL:** SOMEBODY (CELEBRITY, EXPERT, OR OFTEN JUST A REGULAR PERSON) TALKS ABOUT HOW A PRODUCT DOES WORK, OR IS A GOOD PRODUCT, ETC. IN OTHER WORDS THE PERSON(S) GIVES "TESTIMONY" INDICATING THAT HE/SHE (OR THEY) KNOWS THE PRODUCT WORKS OR IS A GOOD PRODUCT.
  - CELEBRITY ENDORSEMENT:** A CELEBRITY SELLING THE PRODUCT OR CAUSE. THE CELEBRITY IS NOT NECESSARILY SAYING HE/SHE HAS TRIED THE PRODUCT, BUT HE/SHE IS BEING USED TO MAKE THE LISTENER ASSOCIATE THE PRODUCT WITH THE CELEBRITY.
  - THE EMOTIONAL SELL:** SELL THE PRODUCT BY MAKING AN EMOTIONAL APPEAL. RATHER THAN JUST GIVING FACTS, OR CREATING A LOGICAL REASON FOR THE PRODUCT OR CAUSE, THIS APPEAL INSTEAD TRIES TO GET THE AUDIENCE TO FEEL AN EMOTION (SADNESS, HAPPINESS, ANGER, SYMPATHY, ETC.)
  - HUMOROUS SELL:** SOMETIMES WE REMEMBER WHAT WE LAUGH AT, BUT DON'T LET HUMOR DETRACT FROM YOUR MESSAGE.
  - MUSICAL SELL:** A JINGLE MIGHT BE USED FOR THE CAUSE OR ORGANIZATION. ALSO, A SONG MIGHT BE USED BECAUSE IT CONNECTS WITH THE MESSAGE.
  - DRAMATIZATIONS:** A SKIT OR CONVERSATION WITH CHARACTERS SOLVING A PROBLEM WITH A SPECIFIC SOLUTION, OR DISCUSSING A SPECIFIC PROBLEM, OR DISCUSSING THEIR USE OF THE PRODUCT, ETC.
7. **FIRST YOU MUST:** **GET THE AUDIENCE'S ATTENTION**.....THEN **CREATE A NEED OR PROBLEM**. THEN **PROVIDE** THE AUDIENCE WITH **A SOLUTION**. BE CLEAR ABOUT WHAT YOU WANT THE LISTENER TO DO OR THINK.
8. SOME **COPYWRITERS** BELIEVE IN THIS **FORMULA**:
  - TELL THE AUDIENCE **WHAT YOU WILL TELL** THEM.
  - TELL THEM.
  - TELL THEM **WHAT YOU TOLD** THEM.
9. FOR **AUDIO SPOTS**, USE OF DRAMATIC VOICES, VOCAL ACTING, SOUND EFFECTS, MUSIC ETC. INCREASES EFFECTIVENESS.
10. FOR **VIDEO SPOTS**, MAKE SURE YOUR SPOT IS **VISUAL**. PRODUCT MUST BE CLEARLY SEEN. SPOT MUST HOLD ATTENTION VISUALLY WHILE MAKING SURE AUDIENCE ALSO HEARS THE AUDIO MESSAGE.

