

Extreme MESSAGE MAKEOVER

5 Tactics to Remodel Your Communications + Incredible Before & After Case Studies



Trim your text

Remove redundant, overwhelming (R.O.T.) and trivial content.



Think before you write

Who's the audience? What's the benefit for them?



Simplify your writing

Don't make your message a chore. Remember less is MORE.



Lead with the benefit

Your readers scan. Lead early with What's In It For Them (WIIFM).



Craft effective headlines

Content FIRST - then spend as much time on your headlines as you did for the rest.

Before and After

Event Postcard - BEFORE

Who's the audience?
Not this guy!



Prime real estate wasted!
Focus on WIIFM.

20% increase in attendance vs. last year

Event Postcard - AFTER

Now this is relevant & benefit driven!



Hey! That's what I do. This is for me.

Fundraising Flyer - Before

Support RPAC; win one of two \$500 Abt electronics gift cards.

The REALTORS® Political Action Committee (RPAC) is your best resource to influence the long-term growth and stability of the real estate industry. We support and educate pro-REALTOR® candidates on legislative issues that impact your business most:

- Preserving the mortgage interest deduction.
- Supporting mortgage debt cancellation tax relief.
- Opposing transfer taxes.
- Guaranteeing the right for REALTORS® to provide Broker Price Opinions.
- Halting attempts by municipalities to license REALTORS®.
- Stopping government inspections of real estate at the point-of-sale.
- And much, much more.

Join the teamwork to protect our industry. More than ever, your RPAC support is needed. For every \$20 contributed (e.g. \$100 equates to five entries) you will be automatically entered into the raffle for a \$500 Abt electronics gift card.

Contributing is easy:

1. Call [redacted] at [redacted] and contribute by credit card.
2. Mail your contribution (payable to RPAC) to [redacted].
3. Stop by [redacted] office to donate.
4. Donate online at www.RPACnow.com

The REALTORS® Political Action Committee (RPAC) collects contributions from members for political purposes. Contributions to RPAC are not deductible for Federal income tax purposes. Contributions to RPAC are voluntary, and you may refuse to contribute without affecting your membership rights. Copies of reports for Illinois RPAC are on file and available from the State Board of Elections, Springfield, Illinois.

Headline doesn't answer "So what?"
Why would I support RPAC?

Snore alert.
Too much information!

Goal of 200 Donors @ \$20 each reached!

Fundraising Flyer - After

RPAC HAS ONE GOAL: SUPPORTING YOUR BUSINESS

The REALTORS® Political Action Committee (RPAC) supports and educates pro-REALTOR® candidates on issues that impact your business most.

200 @ \$20
200 New Contributors at \$20 each

Join the group effort to protect our industry. 200 members contributing \$20 (or more) will get us to our goal! **Your support matters.**

DONATE FOR A CHANCE TO WIN ONE OF TWO \$500 ABT ELECTRONICS GIFT CARDS.

For every \$20 contributed to RPAC, you will automatically be entered in a raffle to win one of two \$500 Abt Electronics gift cards.

The more you contribute, the more chances to win!
Deadline is October 6th. Complete drawing rules at [redacted]

A \$20 RPAC INVESTMENT WILL HELP YOU AND OUR INDUSTRY:

- Maintain the mortgage interest deduction
- Sustain mortgage debt cancellation tax relief
- Oppose transfer taxes
- Fight to REALTORS® rights to provide Broker Price Opinions
- Stop attempts by municipalities to license REALTORS®
- Stop government point-of-sale inspections

HERE'S HOW TO DONATE TODAY:

- Online at www.RPACnow.com
- Call [redacted] and contribute by credit card
- Mail a check (payable to RPAC) to [redacted]
- Visit [redacted]

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When I support RPAC, I'm supporting me! (I'm intrigued to read on.)

This is easy to read, benefit focused and has a strong call to action.

Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read. - Leo Burnett

nSight marketing

Source: <http://www.nsigthmarketing.com/offerings/strategic-communications-audits/>



Contact me today for a message makeover that gets results.

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