

SUMMARY

“So, will my marketing sell?”

I wanted to write a summary that you could actually use, so here it is, all on one page. After all, NEW AIDA is a simple tool that helps to produce more effective marketing. And as I wrote earlier, whether you’re about to create or evaluate, it takes just a few moments to ask yourself the key questions:

- ☆ Step 1 Does my customer know what to do or think about?
Navigation = understanding
- ☆ Step 2 Can my customer see that it’s easy?
Ease = convenience
- ☆ Step 3 Am I talking my customer’s language?
Wording = conversation
- ☆ Step 4 Will my customer meet my benefits?
Attention = serendipity
- ☆ Step 5 Am I treating my customer as if they’re already interested?
Interest = persuadability
- ☆ Step 6 Does my customer have all the facts?
Desire = knowledge
- ☆ Step 7 Have I helped my customer to say *yes*?
Action = permission

In this book I have ranged across all kinds of marketing communications, from packaging and promotions, to personal interactions at a retail level, and the more conventional forms of marketing such as press and television advertising, direct mail, and websites. What I hope to have conveyed, however, is that in truth there is only one discipline: your customer’s mind.

And through whatever means or media you approach it, your customer’s mind responds best to good salesmanship. It’s the magic yet common-sense ingredient that will make your marketing sell. Salesmanship always out-pulls showmanship.