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职场完美措辞系列

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PERFECT PHRASES FOR SALES AND MARKETING

完美销售和 市场营销文案大全

[美]巴里·卡伦◎著 王玖炜 高兰凤◎译



销量超过100万的**职场完美措辞**系列图书

随时随地，完美措辞
提升产品关注度，激发客户购买欲

人民邮电出版社
POSTS & TELECOM PRESS

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人民邮电出版社
北京

图书在版编目(CIP)数据

完美销售和市场营销文案大全 / (美) 卡伦著 ; 王
玫炜, 高兰凤译. -- 北京 : 人民邮电出版社, 2013. 6
(职场完美措辞系列)
ISBN 978-7-115-31985-2

I. ①完… II. ①卡… ②王… ③高… III. ①市场营
销学—文书—写作 IV. ①H152.3

中国版本图书馆CIP数据核字(2013)第104318号

版 权 声 明

Ken O'Quinn: Perfect Phrases For Sales And Marketing Copy

ISBN: 13: 978-0-07-149590-5

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- ◆ 著 [美] 巴里·卡伦
 - 译 王玫炜 高兰凤
 - 责任编辑 李士振
 - 责任印制 周昇亮
 - ◆ 人民邮电出版社出版发行 北京市崇文区夕照寺街14号
邮编 100061 电子邮件 315@ptpress.com.cn
网址 <http://www.ptpress.com.cn>
三河市海波印务有限公司印刷
 - ◆ 开本: 880×1230 1/32
印张: 12 2013年6月第1版
字数: 368千字 2013年6月河北第1次印刷

著作权合同登记号 图字: 01-2012-8870 号

定价: 45.80 元

读者服务热线: (010)67189173 印装质量热线: (010)67129223

反盗版热线: (010)67171154

广告经营许可证: 京崇工商广字第 0021 号

前言



如何通过这本书的使用助你设计出属于自己的完美销售与营销措辞

本书为你提供大量可供借鉴和参考的营销措辞案例，指导并帮助你创作设计出属于你自己的最佳销售及营销措辞，以满足同客户交流的需要。

在本书第1章里你可以学到一些来自专业人士的宝贵建议以提高你在销售文案方面的写作能力。只需要几分钟的工夫你就可以读完这部分，并将这些建议留存在脑海里，这可以随时帮助你在销售文案写作中选择合适的表达方式并根据你自己的需要对其进行修改完善。

在本书第2章里你可以阅读到销售信息的相关完美措辞，它们可适用于你的业务的最核心部分，而这个部分的营销信息在所有的营销媒介中都是最常见的。这部分完美与否关乎到你的营销文案交流功能的成败，因为这是你的销售文案针对的交流对象（顾客）最常阅读到的部分。内容主要包括：

- 业务内容和产品名称
- 宣传口号、业务宗旨和广告标语
- 主标题（最重要的关注点）
- 副标题（次重要的关注点）
- 客户行为召唤（促使顾客采取购买行为等）

在第3章里介绍了适用于特定传媒手段的销售文案写作的完美措辞。不同的广告媒介有着各自不同的优势，而这些不同的优势正是通

过完美恰当销售文案措辞体现出来的。这些特定传媒手段主要包含以下媒体类型：

平面广告模式

- 报纸杂志广告
- 宣传手册
- 海报及宣传活页
- 广告招牌
- 电话黄页
- 分类广告

广播广告模式

- 广播
- 电视

直邮广告

- 明信片
- 信函
- 销售单、产品卡、规格单
- 编目产品说明
- 邀请函
- 优惠券
- 促销特惠

网站

新闻稿

本书的两种使用方法

你可以根据自己所采用的广告媒体类型在书中找到相应的完美措辞。例如，如果想撰写直邮广告销售文案，可以在第3章中查阅到相关信息；如果想了解有关广播广告的文案写作常识，可以在第4章中阅读相关内容作为参考。

你也可以借由本书大量的销售文案措辞示例，自主设计出适用于所有媒介的广告文案，比如主标题的设计。你可以撰写出一个同时适用于直邮广告和广播广告的主标题，此种情况直接参考第2章中的“主标题”部分。

利用本书创作适用于特定广告传媒手段的示例

假设你从事的业务是为企业提供情景喜剧培训，你打算在商业杂志上发布一则广告来推广业务，请在目录中查找“杂志和报纸广告”，它在第3章中印刷和展示媒体广告文案写作策略中。

杂志广告策划包括8个环节，在每个环节一次完成一个步骤，最后一步对所有的环节进行整合。

第1步：选择一幅照片或插图

第2步：创作主标题

第3步：创作副标题

第4步：撰写第一段

第5步：撰写正文部分

第6步：客户行为召唤创意

第 7 步：设计产品名称或徽标

第 8 步：嵌入宣传口号

第 9 步：整合以上所有部分

在以上第一步中的照片或插图应包括以下九个选项：

- 产品或服务描述
- 产品或服务的目标客户
- 产品或者服务的优势体现
- 产品或者服务可以解决的问题
- 一位满意的客户
- 标明地理位置的地图
- 店面或设备的图片
- 引人注目的产品或者服务展示
- 产品内部结构的剖面图

如果你想表现一位正在接受你的服务的客户画面，那么你可以选用一张正在接受你所提供的服务的公司职员沉浸在课堂情景的照片。

在第 2 步中，你可以借鉴第 2 章中“主标题”的 18 种创作方法。

1. 阐明产品在时效性、安全性、舒适度，以及费用成本等方面的优势
2. 阐明能够满足实现愿望、缓解紧张等方面的情感需求的优势
3. 提出问题并提供解决方案
4. 提供产品实例演示
5. 发布消息
6. 预示前景
7. 提出问题
8. 提供优惠

9. 提供赠品
10. 列出用户指南
11. 讲述产品故事
12. 给予顾客意外或惊喜
13. 运用幽默
14. 运用戏剧化效果
15. 运用专家认可意见
16. 运用顾客推荐意见
17. 运用反驳法
18. 与好的事业或机构形象关联起来

如果你认为“提出问题并提供解决方案”这一方法最适合你的业务情况，那么不妨选择它作为文案构思方法。

这一方法可以有5种设计构思。

- 蟑螂困扰？一个电话解决问题。
- 债务太多？统筹考虑开始储蓄。
- 电脑运行缓慢？我们为您提供优质快捷的维护服务。
- 客户流失严重？我们的客户忠诚度项目可助您解决问题。
- 烟囱清理，质优价廉。

如果你认为士气低迷是你的客户服务对象最大的问题，那么你可以借鉴“打一个电话解决蟑螂困扰”作为模板，并加以修改，最终确定为“一堂情景喜剧课，彻底终结低迷士气”。

第3步到第8步的主标题都适用于同一文案创意过程，选择一个你喜欢的方法，确定一个合适的文案模板，并对措辞加以修改调整，以适应你特定的业务需求。

照片：卡普若的老师和公司职员们正在开心地上课

标题：一堂情景喜剧课，彻底终结员工低迷士气

副标题：游戏简单易懂，副总裁也可以参与其中。

第一段：在星期五放一些幻灯片，讲一些鼓舞士气的话。如果这就是你提升职员士气的方法，那么我们可以比你做得更好

正文：4小时面对面的喜剧课程，给您带来的不仅仅是很多快乐，同时也有助于提升团队协作意识、聆听技巧，激发创造性思维，提高反应能力和自信心

行为召唤：想获得更多信息，请联系巴里·卡伦，608.347xxxx 或者 barry.callen@gmail.com

商标 (logo) / 名称：卡普若

口号：面向企业的卡普若喜剧课程

利用本书相关知识撰写一条适用于各种媒体的主标题

假设你从事的是餐饮服务行业，希望撰写一条适用于各种媒体的主标题，适用于包括报纸广告、杂志广告、明信片以及传单等各种传媒手段，那么可根据本书第2章的“主标题”部分的阐述，借鉴“主标题”的18种创作方法来撰写自己的标题（上文例子中已经提到过）。

- 阐明产品在时效性、安全性、舒适度，以及费用成本等方面的优势。
- 阐明产品在情感上能够满足需求、缓解紧张情绪等优势。
- 提出问题并提供解决方案。

.....

如果你认为“提出问题并提供解决方案”这一方法最适合你当前的业务情况，就选择它作为主标题创意的方法。

同样这一方法有五种设计构思。

- 蟑螂困扰？一个电话解决问题。
- 债务太多？统筹考虑开始储蓄。
- 电脑运行缓慢？我们为您提供优质快捷的维护服务。
- 客户流失严重？我们的客户忠诚度项目可助您解决问题。
- 烟囱清理，质优价廉。

如果你认为速度是你从事的餐饮服务的优势所在，那么您可以选择“电脑运行缓慢？我们的团队为您提供优质快捷的维护服务”这个结构，然后开始创作你自己的主标题。这里提供3个例子作为参考。

- 需要快捷的餐饮服务？我们的送餐团队可在3小时内到达。

● 需要快速的餐饮服务？今天预约明天这个时间我们就可以把40人的宴会餐饮送货上门。

- 需要准确预定的快速餐饮服务？1小时内就为你准备好。

就是这么简单！根据你的业务需求和所用媒介模式选择恰当的营销文案措辞，撰写出属于自己的完美措辞文案以达到完美的交流效果。

了解更多的广告传媒和市场营销案例，可访问 www.barrycallen.com。

Preface



How to Use This Book to Find Your Perfect Phrases

The purpose of this book is to supply you with examples of phrases you can borrow or modify or use as guides to create your own communications.

In Chapter 1, you'll learn a few tips from the pros to improve the selling power of your writing.

It takes only a few minutes to read. Keep them in the back of your mind as you choose your phrases and modify them.

In Chapter 2, you'll find perfect phrases for the most important parts of your sales message, the parts common to almost every medium.

These are the parts that make or break your communication because they are what the recipients of your communication read most frequently. These include:

- Business and product names
- Slogans, theme lines, and taglines
- Headlines (your most important points)
- Subheads (your second most important points)
- Calls to action (you ask them to do something)

In Chapter 3, you'll find perfect phrases for specific communication media.

Each advertising medium can do different things well. These phrases take advantage of those differences. These are the media covered:

Print Advertising

- Magazine and newspaper ads
- Brochures
- Posters and flyers
- Billboards
- Yellow Pages
- Classified ads

Broadcast Advertising

- Radio
- Television

Direct Mail

- Postcards
- Letters
- Sell sheets/product sheets/specification sheets
- Catalog product description
- Invitations
- Coupons
- Promotional offers

Web Sites

Press Releases

There Are Two Ways to Use This Book

You can use this book to find perfect phrases according the advertising medium you are using. For example, you could choose

to write a better direct mail piece or choose to write a better radio commercial. You simply go to the relevant section of Chapters 3 or 4.

You can also use this book to find perfect phrases for writing a piece of an ad common to all media, such as a headline. For example, you could be writing a better headline that will be used in a direct mail piece and a radio commercial. In that case, you should go to the Headline section of Chapter 2.

An Example of How to Use This Book to Write for a Specific Advertising Medium

Let's say you have a business teaching improvisational comedy to corporations, and you want to promote your business with an ad in a business journal.

Look up "Magazine and Newspaper Ads" in the table of contents, which you'll find in Chapter 3, Tactics for Print and Display Media.

A magazine ad consists of eight parts. Each part is created one step at a time and then the parts are combined in the final step.

Step 1. Select a photo or illustration.

Step 2. Create a headline.

Step 3. Create a subhead.

Step 4. Create a first paragraph.

Step 5. Create body copy.

Step 6. Create a call to action.

Step 7. Put your name or logo.

Step 8. Add your slogan.

Step 9. Assemble all the pieces.

In step 1, you're offered a choice of nine subjects for your photo or illustration:

- Your product or service
- A person using your product or service
- The benefit of your product or service
- The problem your product or service solves
- A satisfied customer
- A map showing your location
- A picture of your store or facility
- A dramatic demonstration of your product or service
- A cutaway view of the inside of your product

You choose to show a person using your service. So you select a photo of corporate employees enjoying your improv class as you teach.

In step 2, you go to the headline section in Chapter 2. There, you are given a choice of 18 creative approaches to writing a headline:

1. State a tangible benefit involving time, money, safety, or ease.
2. State an emotional benefit that fulfills a desire or alleviates a fear.
3. State a problem and provide a solution.
4. Provide a demonstration.
5. Announce news.
6. Flag the prospect.
7. Ask a question.
8. Offer savings.
9. Offer freebies.
10. List helpful how-tos.
11. Tell a story.

12. Shock and surprise.
13. Use humor.
14. Use drama.
15. Use an expert endorsement.
16. Use a customer testimonial.
17. Work with an objection.
18. Associate with a good cause or organization.

You decide that the headlines under “State a problem and provide a solution” would work the best for your business situation.

There you can choose among five headline structures:

- Put an end to cockroach infestation with one phone call.
- Too many debts? Consolidate them and save.
- Need computer maintenance fast? Our team can be there in minutes.
- If you are losing customers, our loyalty programs can help.
- Dirty chimneys cleaned cheap.

You decide that putting an end to low morale is one of your customers’ biggest problems. So you choose “Put an end to cockroach infestation with one phone call” as your model. You change it to “Put an end to low morale with one improv comedy class.”

You use the same process for steps three through eight. Pick an approach you like, pick a phrase as a model, and then adjust the phrase to fit your particular business situation.

PHOTO:	CORPROVTEACHER AND CORPORATE EMPLOYEES ENJOYING AN IMPROV CLASS
HEADLINE:	Put an end to low morale with one improv comedy class.
SUBHEAD:	These games are so easy, even vice-presidents can do them.
FIRST PARAGRAPH:	If your idea of improving morale is a slide lecture pep talk on casual Friday, have we got a better alternative for you.
BODY COPY:	Our four-hour onsite improv comedy class is not only lots of fun, it can also improve your employees' teamwork, listening skills, creativity, ability to think on their feet, and presentation confidence.
CALL TO ACTION:	For more information, contact Barry Callen at 608.347.8396 or barry.callen@gmail.com.
LOGO/NAME:	CORPROV
SLOGAN:	Improv comedy classes for corporations.

An Example of How to Use This Book to Write a Headline Shared by Various Media

Let's say you have a catering business and you want to write a powerful headline to use in several media: a newspaper ad, a magazine ad, a postcard, and a flyer. You go to Chapter 2, under "Headlines," and you can choose among 18 creative approaches to writing a headline (as listed in the preceding example):

1. State a tangible benefit involving time, money, safety, or ease.
2. State an emotional benefit that fulfills a desire or alleviates a fear.
3. State a problem and provide a solution.

...

You decide that the headlines under "State a problem and provide a solution" would work the best for your situation.

There you can choose among five headline structures:

- Put an end to cockroach infestation with one phone call.
- Too many debts? Consolidate them and save.
- Need computer maintenance fast? Our team can be there in minutes.
- If you are losing customers, our loyalty programs can help.
- Dirty chimneys cleaned cheap.

You decide that speed is one of your catering company's strengths. So you take the headline "Need computer maintenance fast? Our team can be there in minutes."

Then you make that headline your own. Here are three examples of how you might do that:

- Need catering fast? Our team can be there in three hours.
- Need catering fast? We can deliver a complete banquet for 40 by this time tomorrow.
- Need a catering estimate fast? We can have one ready for you within the hour.

It's as easy as that. Just find the perfect phrases that best fit your message and medium and use them to create your perfect communication.

For more examples of ads and marketing communication using the principles in this book visit www.barrycallen.com.