



How to write a story that sells

An advertorial is a combination of advertisement and editorial. It's a news or human interest story that sells your product or service.

But getting the balance write is a tricky task.

Fall too heavy upon the editorial side and your product may go unnoticed. Plug your products too much and readers will feel tricked into reading and switch off.

The art of a good advertorial is to get the right balance between story and sale.

Here's how:

Define exactly what you're selling

Define what you're selling before you start writing. Being specific will help you find the story that fits.

Imagine you're writing an advertorial about your new fairway mower. What are you selling? Is it your brand as a whole, the range of products, or a particular feature of the mower?

Find the story that fits

You need a story that can easily blend with your sales message. For example:

- If you're promoting a new backpack sprayer, your story might be about the growing popularity of these units, and why that may be the case.
- If you're promoting a new pest control, your story might be a facts and figures insight into the research that has gone into the product development.
- If you're promoting your staff, the story might be a personal profile

Try to have fun with your ideas. If you have something you find interesting, it's likely your readers will too. Brainstorm as many ideas as you can, and that way if one idea doesn't work, you can always use another one.

Wrap the story around the sales message

Your advertorial must start and finish with the story. The sales message is the 'meat in the sandwich'.

Use quotes, especially for benefits

Don't just fill your story with facts, but interview people as well. This is especially useful as it means you can describe the benefits of a product without sounding like a sales pitch.

Putting a face in your story allows an emotional connection and your readers will ask, 'if it worked for them, why not our course too?'

Stay away from advertising slogans and clichés

Avoid the following at all costs... You've tried the rest, now try the best... Lowest price, best service... Leave all the hard work to us... A whole new experience.

Be concise and believable with your choice of words. There's no such thing as a 'unique' product.

Advertorial is 'softly, softly' advertising. Use a simple, everyday writing style and stay away from slogans.

Include contact details, not price

Put your contact telephone numbers and website at the end of the advertorial. Don't include price – this tips the story too much towards the 'advertisement' end of the scale.