

# Communication Essentials and Advertising

by Marc Aronson

On our website, we reveal to you the steps of the *Formula for Marketing Dominance*. You saw why it is valuable to use emotional hot buttons in headlines. Then we explained how you build a case for your product or service that will set you apart from your competition. This is all of great importance, but what if you push the wrong hot buttons? What if the emotional attitude you use to try to captivate your prospective buyers actually turns them off? How can you be sure the argument you use to convince your prospects will attract people to what you offer and get them to take action? The answer is understanding and correctly applying the underlying basics of communication.

## The Laws of Communication

There is a *communication formula*. Few marketing professionals are aware of this, although most of the better ones apply it by instinct or accident. It is a law as powerful, predictable and clear as *Newton's Law of Gravity*. In its simplest form, it is plainly this: *Communication is equal to understanding*. You cannot have one without the other. Ideal communication is defined as, *transferring an idea from the originator to the receiver in such a way that the idea is perfectly duplicated by the receiver*. If the idea is *perfectly duplicated*, then there is complete understanding. Thus, you have perfect communication. If an idea is only partially matched by the receiver, you've only achieved partial understanding. Therefore, you only have partial communication. Communication and understanding are not absolutes. This means you cannot possibly achieve 100 percent perfect understanding and communication. Therefore, the goal of marketing communications is to achieve the closest you can possibly get to perfect under-

standing and communication. The more in reach you are of the ideal, the better the results you achieve.

## How to Apply the Communications Formula to Marketing and Sales

To ensure you arrive at the goal of near perfection, you must dissect communication and understanding down to their basic components. These are *agreement* and *affinity*. *Agreement* is *what is real to an individual based on his viewpoint, experiences and values*. For example, if a guy is shopping for a car and his desire is *economy*, a salesperson is not going to achieve much success trying to sell him a high performance vehicle that gets 10 miles to the gallon. When the salesman tries to push this gas guzzler on him, the guy walks away. This brings us to the other key component, *affinity*.

*Affinity is the degree of liking, interest and/or desire, or degree of willingness to be close to someone or something*. It can also be defined as *emotion*. Notice in the car sales example, the guy was in disagreement with the salesman and then walked away. In other words, as a result of being in disagreement, his level of affinity dropped. He began to dislike the salesperson and decided he no longer wanted to be near him. So, he walked away. If the salesperson had shown the guy a hybrid that got 50 miles to the gallon, the guy would have been interested and attentive. Here then is the most vitally important part of the law of communication. It's simply this: *The greater the level of agreement, the higher the level of affinity. Conversely, the lower the level of agreement, the lower the level of affinity. Thus, the greater the level of agreement and affinity, the higher the level of communication and understanding. This is the*

**single most important point of all marketing communications. Why? Because all you have to do is ensure your target market is in agreement with your message and you will automatically raise their level of affinity (interest), understanding and desire for your product or service.** This means they would be attracted to your offer. Thus, people will buy what you sell.

### **How to Make Sure You've Got It Right**

So, how can you be sure your target market will be in agreement with your message? You need to know exactly how your target market thinks, be sure what their hot buttons are and know you are delivering your message with an emotional attitude that will attract your audience. **If you have any uncertainties about their viewpoint, you must conduct surveys.** You need to comprehend *The Formula for Market Dominance* to understand what questions to ask and how to use their responses.

In the article *How to Break Through Emotional Barriers to Purchasing Services*, we show you how to use surveys to capture your audience's attention. We suggest you take the time to read it.



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