

# American Fidelity Title's Insider's Edition

## American Fidelity Title

### SEVEN STEP CHECKLIST FOR WRITING ADVERTISEMENTS



Use this step-by-step process every time you sit down to write a direct response ad, to make sure that you have all the elements that will make the ad as profitable for you as possible. Refer to this checklist before and after you write your ad, and ask yourself these questions:

**1. Who is my target market?** – The most effective ads you can write are very specifically focused on a SINGLE TARGET MARKET. It's not enough to say that your target market is buyers or sellers. You have to narrow your focus even more.

**2. Do I have a Compelling Offer?** – The offer is the key thing in a direct response ad. The offer is the REASON they will be responding.

**3. Does my headline tell the complete story?** – The headline is the first thing everyone reading your ad will see when they look at your ad. The most effective thing you can do is be sure your headline tells the complete story. Think of your headline as the ad for your ad.

**4. Does it look like an ad?** – One of the worse things you can do is have a great idea for an ad, a great headline and offer, and then make your ad LOOK like an ad! When you make your ad look like news you will get FIVE TIMES as many people to look at your ad.

**5. Have You used a conversational one-on-one tone?** – When writing your ads, always keep in mind that you are talking to ONE prospect at a time. Even though your ad will be seen by thousands of people, when they are reading it, they're reading it alone.

**6. Is it absolutely clear what I am asking them to do?** – Your ad should not confuse your prospects; it should be very clear what they need to do. Though your ad should lead them conversationally right through to the end and tell them exactly what to do to get the benefit you are offering them.

**7. Have I used the words "FREE Recorded Message"?** – If there were any such thing as Magic Words In marketing, the words FREE Recorded Message would be the one. These words will do more for your response than anything else, and you should use them in every ad you write.

Source: Dean Jackson

### TERMINATION MUST BE PROMPT FOR "TIME IS OF THE ESSENCE" SALES CONTRACT

A buyer and seller entered into an agreement to buy and sell certain real estate. The contract contained a time-is-of-the-essence provision and required that the transaction close by Feb 6, 2003. The contract provided that a second deposit be made on or before Feb 6, 2002. The buyer was late by seven days with the second installment deposit. Some 10 days later, the seller advised that it would accept the late deposit only if the buyer agreed to waive certain title objections.

When the buyer refused, the seller sued to quiet title. The trial court held that to cancel a contract containing a time-is-of-the-essence clause for lateness, the canceling party must act promptly and that the seller here did not. However, the trial court refused the buyer's counter claim for specific performance because the buyer had not shown it was ready, willing, and able to close by following through on its financing contingencies.

The Third District Court affirmed the trial courts ruling on the need to cancel promptly, but reversed its refusal to grant relief holding that once the seller cancelled and sued to quiet title, the buyer was relieved of its obligation to go through the motions of obtaining financing until the matter was resolved.

Source: The Fund Concept June 2005 Volume 37 Page 59

### SUMMER'S END

I noticed fall was coming  
When the green began to fade  
Into a much less vibrant,  
Softer gentler shade.

Then one small tree defiantly  
Became a brownish red,  
As if to tell the others,  
"Now friends, it's time to go to bed."

"Through springtime's warmth and  
summer's heat,  
We've had our share of fun.  
We've stretched our limbs and grown  
new leaves  
But now the summer's done."

"Not yet, not yet," the other trees  
Begin to tell their story.  
"We need more time to change into  
Autumn's brilliant glory."

"We have a few more weeks to go  
Before we lose our leaves.  
We're mixing up the colors no  
For our annual strip tease."  
Written by: Selma Lieberman



## Brainteaser's Contest WIN \$100

Do you have what it takes to  
answer all of these  
brain busters?

If you do and you're one of  
the first 2 people to turn in all  
your correct answers you can  
win a prize!

1st prize is \$100.00  
and 2nd prize is \$50.00

Good luck to you all!

For more information, please contact your American Fidelity Title Marketing Representative at 954-492-5000

**American Fidelity Title**

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## BRAIN TEASERS

Answer the following questions correctly and win a prize! These brain plexing words and shapes, and their positions, can be used to derive a word or saying.

1. What is the beginning of eternity, the end of time and space; the beginning of every end and the end of every place?
2. What word, when written in capital letters, is the same forwards, backwards and upside-down?
3. What goes up and down, but doesn't move?
4. Fairy, Wolf and Duckling (What is the relationship between them?)

5. SMMERS

- |       |         |        |        |                 |
|-------|---------|--------|--------|-----------------|
| 6. O  | 7. gesg | 8. T M | 9. Lem | 10. Estimate me |
| _____ | segg    | A U    | ade    | dont            |
| M.D.  | gegs    | H S    |        |                 |
| M.B.A | gges    | W T    |        |                 |
| B.A.  |         |        |        |                 |

ANSWERS:

- |          |           |
|----------|-----------|
| 1. _____ | 6. _____  |
| 2. _____ | 7. _____  |
| 3. _____ | 8. _____  |
| 4. _____ | 9. _____  |
| 5. _____ | 10. _____ |

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# American Fidelity Title

Providing Premier Title and Closing Services

American Fidelity Title  
6400 N Andrews Avenue, Ste 340  
F. Lauderdale, FL 33309

*To accomplish great things,  
we must not only act,  
but also dream;  
not only plan,  
but also believe.  
- Anatole France*