

The last page of 29Mar77 NYT is a WSJ ad concluding "IT [meaning your using the WSJ for pushing your corporation's goods/services] WORKS." The ad's first two lines are

*Ron Hoff Talks
Corporate Advertising.*

The battery of self-interrogations is adaptable to (1) self-examination as a person and (2) ministry evaluation as minister and/or church. Give a whirl or two to this "checklist for evaluating corporate advertising," *pari passu* [making the necessary adjustments]:

- "1. Does it communicate, quickly, the 'basics' of your business?" *The two biggest mistakes are assuming too much knowledge of your thing, and failing to get clear language.*
- "2. Does it have an objective that is measurable in specific terms?" *Specifics take courage, but fuzzy is failure.*
- "3. Does it deliver a clear, sharp picture of the company's position in its chosen field?" *"How do you want your company to be perceived? And whom do you want to respond to that perception?" It takes two years for a new "positioning" to sink in.*
- "4. Does it talk to the reader's self-interest or does it simply massage the advertiser's ego?" *Center attention not in your thing but in the reader's interests-concerns-fears-hopes-needs.*
- "5. Does it offer substance rather than platitudes and puffery?" *Facts in your pitch are like girders in a building. Substance, not spectacle. 7 times the facts you need.*
- "6. Does it have the unmistakable ring of truth?" *Your credibility problem is addressed in #5, which exudes authority; also, if instead of infallibility you "admit one negative."*
- "7. Does it read as interestingly as the first page of this publication?" *People turn you off fast, so be interesting--like p.1 of WSJ!--especially right at the start.*
- "8. Does it whet your interest in buying the company's products?" *Present the product in appealing terms; portray yourself by the product/service you're pushing.*
- "9. Does it show a genuine respect for the reader's intelligence?" *If you're superficial or frivolous, your prospects' intelligence will be insulted; check it out!*
- "10. Is the company speaking from a position of strength or is it obviously under fire?" *Have your advertising in line with the reality of your company's current life.*
- "11. Does it appear in an environment of distinguished company?" *"A company is known by the company it keeps." Placement, in publication and place, is important to credibility.*
- "12. When your first corporate advertisement is produced, will you show it to your toughest jury and feel good about it?" *Advertising forces you to make important decisions about yourself--your "reason for being," your basic motives in specific pushes. The moment of truth comes when the ad appears before your eyes and the eyes of your sharpest critics: "Was it all worth it?" Yes, "if you feel a sudden urge" to share it with "your wife, your kids, even your father-in-law."*

Now flip this sheet and, using only the numbers, do a number on each of these questions in relation to (1) your ministry in general or (2) some piece of "advertising"--a sermon, a lesson, your regular mailer, a verbatim--recently in your ministering.