



Rob Salisbury B.Com. CSP

Thanks Big Kev I'm EXCITED about 2009

It was a cold winters afternoon years ago when I first met *Big Kev*.

With dismal Sydney weather outside, it prompted my motivation to finish house projects on the inside. Ticking off each mini job, I was also enjoying a legendary Clint Eastwood western on television.

With scores of boring commercials popping up at allocated times to interrupt 'my movie', I had paid little attention to any of them.

I was adjusting a ceiling fixture, when a loud husky voice boomed from the television.....'*Hi, I'm Big Kev and I'm excited*'.



Peering out from the TV was a barrel chested man in stature smiling through bright white teeth in a colorful shirt patched worked together with varied red, white and blue Australian flag symbols.

Big Kev had done his job well. He succeeded where other commercials failed. His voice, infectious enthusiasm and appeal had caught my attention. I had stopped to watch a presentation about cleaning products I should consider or buy.

I have often thought about *Big Kev's* impact and commercial. Not seeing him on television for a long time, I did some research on Google. To my dismay, I found Frank '*Big Kev*' McQuay had passed away suddenly on 5 December 2005.

Realising I would never see Frank in another '*I'm Excited*' commercial prompted the impulse to write about his commercial appeal and lasting personal impact.

In fact there are similarities with *Big Kev's* message and an ad copy formula I learnt decades ago from my mentor and US sales training authority Tom Hopkins.

This formula for writing effective ad copy reminded me of what *Big Kev* had done in a 30 second presentation of himself and his products.

A - Attract attention in a manner or style that works best for you.

I - Build an **interest** in your product, service or offering quickly.

D - Stimulate an emotional **desire** in people to get excited about your offering.

A - Ask people to take **action** to either use or recommend your offerings.

C - Gain **commitment** with them owning your offerings or by referring you.

The brilliance of **AIDAC** can be easily missed. Study it, adapt it and test it with your own situation. You might find yourself saying "*I'm excited*" in 2009 after gaining new business from the AIDAC formula and *Big Kev's* example.

Rob Salisbury, B. Com, CSP is a corporate trainer, conference speaker and highly rated industry MC/host. He has been engaged over 1800 times for events in the USA, Europe, UAE, SE Asia, Australia and New Zealand. He can be contacted at SRI in Singapore + 65 6842 6085 or SRI Australia + 612 8250 4470.

