

12-For Sale: One America

Have you ever tried to sell something? The first question you ask yourself is, "Who the heck would want this?" Then you come up with details that would appeal to that person. The act of writing an ad involves imagining an audience and then establishing a point of view: good practice for researchers lost in a swamp of objective facts.

Ads can get funny when we ask funny questions and collect funny facts. Look at the ad below. Try selling something that you are studying. Begin by reading all kinds of ads from newspapers: ads for appliances, ads for cars. Ask yourself who the audience is. Use some of your research to sell the product. Define the audience. Who are you selling to? Get specific. If you say people, what age? What gender? What is this product going to do for them?

Below is an attempt to sell America back to its original inhabitants.

For Sale: One America



This 200+ year old country could be just what the medicine man ordered!

Nestled between 2 major oceans and bordered on the north and south by 2 friendly countries, the United States of a America has already been subdivided into 48 convenient parcels plus a vast tract of land near the Arctic Circle and a few heavenly islands in the Pacific.

Though it no longer contains huge herds of buffalo to hunt and crystal clear streams and lakes to fish in, native peoples will still enjoy the vast tracts of farmland and those with Visa cards will be able to buy food and manufactured items to help them forget the pristine beauty which was lost. You can also watch nature documentaries on TV.

Call 1-800-BUY-IT-BACK today for a free appointment.