

Sentence Practice

• 정답 p.85

C 다음을 /로 끊어 읽기를 표시하고, 빨간색으로 된 부분에 유의하여 해석해 봅시다.

^①Charles B. Mills was really good at making ads that people liked. ^②His famous grass seed ad, “Feed it,” told people to care for their lawns like they would care for a baby. ^③He knew people wanted nice lawns, not just seeds. ^④He said, “I want to talk about your lawn, not just about my seed.”

^⑤Good ads talk about what people **want**, not just **what** businesses are selling. ^⑥For example, airlines sell adventure, not just flights. ^⑦Clothing stores sell confidence, not just clothes. ^⑧An American sales expert, Elmer Wheeler said it best: ^⑨“Sell the sizzle, not the steak.” ^⑩People make purchases because they imagine the sound and taste of food, not just because of facts. ^⑪Take Burger King as an example. ^⑫Saying its burgers were 100% beef was true, but it wasn’t exciting. ^⑬Changing it to “Bite into one, and taste the grill!” made people hungry. ^⑭The best ads do not give just facts but also **what** connect with people and speak to their feelings. ^⑮Ads that focus on emotion create desire and make people want to buy.