

HOW TO

TRIPLE

THE RESPONSE OF YOUR

YELLOW PAGES

ADVERTISING

Little known techniques to send your Yellow Pages response through the roof, including many ways that don't require any extra cost!

By Brett McFall

Copyright Notices

Copyright © 2001 Brett McFall.

All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by information storage and retrieval system, without permission in writing from the publisher. Requests for permission or further information should be addressed to Hot Copy, 5 Chaucer Place, Wimallee, NSW 2777 Australia

Published by Hot Copy
Wimallee, NSW 2777
02 4754 5992

Printed and bound in Australia.

Legal Notices

While all attempts have been made to verify information provided in this publication, neither the author nor the publisher assumes any responsibility for errors, omissions or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular business.

The purchaser or reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, both federal and state and local, governing professional licensing, business practices, advertising and all other aspects of doing business in Australia or any other jurisdiction is the sole responsibility of the purchaser or reader. The publisher and author assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials. Any perceived slights of specific people or organisations is unintentional.

Your Guarantee:

There isn't a business anywhere who couldn't benefit from the lessons outlined in this manual. And to put my money where my mouth is, here is my guarantee to you:

Read *Inside Secrets Of Advertising*. If after 12 months you haven't produced at least 10 times as much profit as you invested in this course, I'll refund your purchase price in full. What's more, you can keep the \$400 worth of bonuses as my "thank you" for giving it a go. Just send me 5 samples of the techniques that you tried and details of your response, and I'll send you back every cent you paid for this course.

This guarantee fulfilled by the seller of this course.

Special Report

How To Triple The Response Of Your Yellow Pages Advertising

Imagine a publication that went to every household in your market, and was used extensively by people *only* when they needed it most. In other words, they were reading it when they were hot to buy.

Would you be interested in advertising there?

I should think so. Although it can be expensive to advertise in the Yellow Pages, many people have built their businesses just on using this advertising medium alone.

So if you can afford it, use it wisely, because it can be an absolute gold mine.

Now here's my tips on how you can start and make real money for your business by advertising in the Yellow Pages.

⇒ **Firstly, realise that 32.2% of people turn to the Yellow Pages first when looking for a product or service.**

In fact, over 2,000,000 people use it every week! So unless you are convinced that your company doesn't derive much of its business from the Yellow Pages (and there are some - like Advertising Agencies for instance) then you've got to make sure you are there.

⇒ **What size is your ad in the Yellow Pages? A 1/4 page ad pulls 11-times the response of a small ad lineage. Yet it costs around only 4-times as much.**

Food for thought next time you're booking your ad. And in a recent study, respondents claimed they would call the advertiser with the largest ad **FIRST** by an overwhelming percentage.

⇒ **If you're serious about making your business very profitable, then here's how you can use the Yellow Pages effectively.**

1. Firstly, you've got to think of advertising as an investment, not a cost. It's only a 'cost' if your response is dismal. (And whatever you do, don't run a 'sleeper' ad

for a second time - it won't do any better next time 'round!)

2. Use a bigger ad for the reasons I've indicated above.
3. Advertising is all about telling people "what's in it for them", so you must INFORM and PERSUADE. Just putting your name, address and some bare details doesn't cut it these days.
4. Use a photo in your ad if it's possible. They get a higher response. And if it's a photo of you, the owner, your response will be even higher. Make sure you also put your name in a caption under the photo, so your prospects understand why the photo is there. You might even like to add a bit of 'sell' too. E.g. *John Smith, Managing Director of XYZ Company for over 10 years, guarantees your satisfaction or your money back.*
5. Use a headline promising what you will do for them (hardly anyone ever uses a headline in Yellow Pages). They can pull up to 20-times the response. 80% of people ONLY read headlines!

⇒ Yellow Pages advertising hits the very hottest of prospects. These people are taking the time to look up what you're offering, so you don't have to expend much energy getting their attention on selling general benefits of your product or service.

But strangely enough, most businesses don't even bother to put in the benefits of what they do. **Rule #1: Wherever you mention a feature, mention the benefit too. In fact, mention the benefit first!**

⇒ **Include as much copy in a Yellow Pages ad as you can fit.** Studies have shown that display ads with more information stimulate customer action.

An independent research company conducted a study in which a set of prospective respondents were shown ads that were both heavy and light in terms of the amount of copy.

The study revealed that the heavy copy ads drew more response by an average ratio of more than 2 to 1. It has been repeatedly shown that more copy sells. The more *useful* information that you can convey to the prospective buyer the

better.

- ⇒ **If possible, include a second colour in your ad - colour attracts readers**
- ⇒ **Mention any insurance, guarantees, association memberships and specially trained employees.**

You see, what you're doing is building credibility in the mind of your prospect. As they quickly judge your ad against the rest, you want them to be thinking: *"They've got this award and this award, plus they're a registered so and so of this company and that company ... they must be good."*

- ⇒ **Don't forget to mention that you take credit cards if it's part of the service you offer.**

These days using credit cards to purchase things is a very popular method. People want convenience. And it's going to get even more popular as time goes on.

- ⇒ **Let people know where they can find you.** Chances are, you know your area pretty well because you work there. But your customers don't.

Even if you trade in a small town, make it super easy for your customers to find where you are.

If you have the space, include a location map. If not, choose a landmark that people are familiar with and write this: *"Find us opposite the McDonald's on Smith St."* Or something like this: *"First left after the Smith St Shopping Centre."*

Here's some more quick tips you can use to boost your Yellow Pages response ...

- ⇒ Always ask yourself: ***What's my unique selling proposition? How can I outsell the competition, knowing that the Yellow Pages reader who sees my ad, also sees my competitors' ads?***

It's VERY important that your ad doesn't look like your main competitor's. Most people copy other ads that they see. The ads look similar and they say similar things.

But the real problem is that most ads are *terrible*. Now if you want to take your business to greatness ... what you have to do is worry LESS about how it looks and worry MORE about

what it says.

And that means you have to solve PROBLEMS for your customers. If you're going to boast about how big your company is, then tell them how that is going to benefit THEM. (That is, they're going to get quicker service, more skilled craftsmanship, cheaper prices, longer guarantees - whatever it is that benefits THEM!)

- ⇒ **Don't use fine-line artwork that won't reproduce well on the soft yellow newsprint.**
- ⇒ **Ask your Rep questions.** If you're afraid to ask questions of the Yellow Pages salesperson in case you think it's an admission of ignorance, you're costing yourself the immeasurable profits their knowledge represents.
- ⇒ **Write your own ad.** Follow these tips and write your own ad. I want you to listen to the Yellow Pages Sales Rep, but I want YOU to write your own ad.

Why? Because as salespeople they will tell you valuable information about the statistics of the medium and the technical side (maybe more, who knows?), but from the ads that I see in the Yellow Pages, there isn't a copywriter among them yet.

Plus, if they were to spend as much time as is needed to write an effective ad for you, they wouldn't have time to sign up half the businesses they need to for the Yellow Pages. So even if they knew what to do, they couldn't afford the time.

So take it on your own shoulders to write your own ad by following some of the money-making ideas you're finding out about here.

- ⇒ **If you have two STRONG selling points (most are pushing it just to have one that sets them apart from the rest), consider having two separate ads instead of one.**

We humans are funny things. We have such potential to remember hundreds of things at once. But you know what? We rarely use that ability.

So hit your readers right between the eyes with your single strong selling point and don't try to be everything to everybody.

- ⇒ **If you advertise in an area outside your own, consider establishing a local phone number for that region.**

The reason why is that a local number eliminates the toll for the caller. Local suppliers are always favoured by the consumer.

You see, what I really keep suggesting is to make things easier for your customers. For the little extra that this may cost you, I believe in most cases it's worth it. Test it and see.

- ⇒ **Use strong borders.** The blackest you can find. This helps separate your ad from the pack. Readers eyes will automatically be drawn to your ad.

And here's one thing to look out for: Keep the type inside your box well away from the border. Remember those things in school called 'margins'? They've got a purpose. They make it easier to read. So have a nice big border, but don't run the type too close to it.

- ⇒ **Line illustrations usually reproduce better than photographs,** except when it comes to a photo of the owner. Don't mess with that one.

But if you have dark photographs of equipment or tools etc, you're wasting your time. See if someone can draw them for you, because they'll usually reproduce much better.

Also, I'd refrain from using silly cartoons. Again, gimmicks aren't what increase sales long term, it's a strong offer and benefits that do.

- ⇒ **Monitor your results.** I think this tip would have to be one of the most important ones. The reason is that not enough people TEST their advertising. So they never quite know for sure whether it's working.

Analyse what is and what isn't working. Ask every customer, "How did you hear about us?" Learn what the customer wants and gradually bend your copy approach to answer those wants.

It's a simple secret of success in business, *give the customers what they want, and they'll come back again and again and again.*

So, if you run two ads, have a different phone number on each. Then ask your telephone company to provide a printout each month of the number of calls made to that number.

Don't advertise those numbers anywhere else. That way you'll know that any call placed to these numbers is the direct result of the Yellow Pages.

- ⇒ **Remember to test only one aspect of your advertising at a time.** Test your headline, test your offer, and body copy. Then use the information you gather from the test to make the rest of your advertising more effective.

There you have it, some of the most important things you need to remember about advertising in the Yellow Pages. Just by using these techniques alone I've helped many businesses triple their advertising response. You can do the same.

Believe me, follow these guidelines and you'll be doing things which not 1 in 100 business people even know about. Your advertising will be different and effective.

And that's exactly what you wanted, right? Good. Go to it and get the results from your advertising that you deserve.