

Get Maximum Impact With Your Yellow Pages Ad!

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By Steve Yankee

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The Yellow Pages are a terrific medium because of one simple reason: they are a directive medium, as opposed to a creative medium, such as a newspaper ad or tv spot. In other words, people use them when they're ready to buy.

Which means you can(and should)load up your ad with everything you want to say about your capabilities and services —and people will read literally EVERY word. Because for the most part, they've already decided to buy, and your Yellow Pages ad is your best possible opportunity to get them to call you so you can CLOSE the sale!

What should go into your ad —the RASCIL factors...

People are influenced in their Yellow Pages calling (and buying) decisions by several factors:

- Reliability
- Authorization
- Security
- Completeness of Service
- Illustrations
- Location

Let's take each point, one at a time, starting with RELIABILITY. Key phrases you should use in your ad include:

- * Your XX years of experience
- * Are you a member of a professional association? Say so.
- * Satisfaction guaranteed or any other guarantees you offer

AUTHORIZATION

- * Authorized sales/service for name brand manufacturers? Say so.

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SECURITY

- * Do you store goods in a safe?
- * Are you insured, bonded?
- * Is your work done on-premises?

COMPLETENESS OF SERVICE

- * Do you have the latest and best equipment
- * Do you offer multiple lines of goods for best selection?
- * Free pickup and delivery?
- * Free estimates and initial consultation?
- * List your hours. ("Open Monday through Friday, 8:30 – 5:30" or whatever. Be accessible!)

- * All the services you provide
- * Your phone number. This should be the largest component in your ad.

ILLUSTRATION

- * Use your logo; a silhouette of something relevant to your business; a photo or drawing of your store, your truck. the logo of a professional association to which you belong; even the Visa/Master Card logos, if you take bankcards. Something to catch the reader's eye quickly.

LOCATION

- * Your address! If your location is hard to find and you depend on walk-in business, give readers a clue. "One block south of City Hall," or "Just north of Quincy Street off US-131."

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The extras that will help
your ad pull even better...

There are two things that will help your hard-working ad work even harder. The first is using a second color in your ad. I know it costs you more, but adding a color improves readership by a factor of **THREE TIMES**.

The second thing is something that won't cost you extra. Do something with your ad border. Don't just have the Yellow Pages ad production people run a thin line around the ad. If you're selling boats, use a drawing of a rope. A film company? Make it look like film perforations. You can even incorporate your artwork into it the design. The trick is to make the ad as eye-catching as possible. Ask your yellow pages sales rep for help in design, and even in writing --as long as you remember the sure-selling phrases that we've already discussed.

Excerpted from "Yellow Pages Power" by Steve Yankee, author of over 50 books, videos and reports for small business success. For more information on how to maximize your yellow pages budget, visit <http://www.yellowpagespower.com>

Start Your Own Niche Yellow Pages

By Julian Rice

The Internet is expanding daily, and more businesses are willing to advertise online. This market will continue to grow and become prosperous for those who have their own directories for eager advertisers. Having a yellow pages of your own can help you to reap the rewards of these niche advertisers. Niche yellow pages can be the connecting point to local, ethnic, and religious advertisers on the web. Let's consider 3 types of niche yellow pages: local, ethnic, and religious.

Google and Yahoo are already tackling the local markets with their local search. Local search is really big business. Starting a local yellow pages directory could prove to be a great idea in this emerging market. For instance, let's say you start a Memphis Tennessee Yellow Pages Directory. Just by being familiar with the surrounding of this city you can make personal contacts that will enhance advertiser relations. Google and Yahoo can't have a hands-on approach to the local search, although they have billions of dollars. You can grow your yellow pages directory by sponsoring local events, radio station promotion, and list local owned small businesses.

Ethnic yellow pages are a great way to capture the spending dollars of a particular community. Let me give an example of this. I started an African American yellow pages to help minority owned business in local communities. This proved once again to be a great move, and this niche yellow pages has grown quickly. It allowed me to run minority ads and other announcements pertaining to the African American community. You can start a woman's, Asian, French, Arab, Jewish, or any type of ethnic yellow pages that comes to mind.

Last but not least, starting religious yellow pages is a great idea too! You can promote it first in your Church, Synagogue, or Mosque. I started a Christian yellow pages to support business in churches. This yellow page has grown and I also formed and has allowed me to form personal contacts with other Christian webmasters and businessmen.

Remember to research your niche market. Do keyword research, check your business model, and do proper seo work on your site. Choose good software. I recommend php yellow. You can start profitable yellow pages today!

Julian Rice is the owner of

<http://blackbusinessplanet.com>

a black business site. It also contains a

niche black yellow pages. Julian is seo expert and ebook author.

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