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Yellow Pages Advertising ... 13 Ways to Spice Up Your Results

By Kris Mills

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Each year businesses around the world spend a small fortune on Yellow Pages advertising. It's perhaps one of the largest single investments you'll make in advertising all year so it makes sense to ensure your ad packs the biggest punch and gives you the very best return on your advertising dollar.

Doing this is simple if you know the right formula.

Unlike with press advertising, people looking in the Yellow Pages are ready to buy right now. While on the surface of things that's great news, the challenge is that you need to ensure that your prospect sees your ad first and acts upon it ... amongst the sea of competitor's ads.

So you don't need to sell them on the idea of needing your type of product or service, all you need to sell them on the benefits of your particular business.

Sell them on the reason why they should call you and nobody else.

Getting your ad noticed first ISN'T about being creative by using thick borders and attractive graphics. You see, many people mistakenly believe that if they include huge logos and thick borders their ad will get noticed first.

There's two challenges with that:

First, if everyone has the same idea of using a thick border and big bold graphics, your ad won't in fact, stand out.

Second, even if your ad does get noticed first, it doesn't necessarily mean your prospect will read the ad and act on it.

The key to writing a sizzling Yellow Pages ad is to sell your services in print.

It's about standing out from every one of your competitors by offering your readers the solution to their problems in a way that your competitors can't match. And projecting that "uniqueness" in your headline.

If you like, your Yellow Pages ad is your silent salesperson. It needs

to attract attention, create interest and desire and incite action.

~~~~~  
The nuts and bolts  
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Earlier we talked about uniqueness. Before you put pen to paper writing your ad, take a few minutes to consider what your prospects really want to achieve by doing business with you.

Write a list. Next to each point then list how your product or service helps them achieve their goals. Then next to these points, prove your claims.

Why is it unique?

How (specifically) do you deliver these results?

Is it the 43 point checklist?

Is it a unique secret formula?

Is it a money back guarantee? These points now form the basis of your ad.

The most important part of your Yellow Pages ad is your headline. If you have a hard hitting headline that projects a strong benefit and relates to the needs of your prospect, half the work is done.

Some headlines that help you do that include:

"How to xxxxx"

"6 reasons why ..."

"Before you xxxxx here are 6 vital factors to consider"

Once you've got a strong headline, it's then time to work on your body copy. Your body copy should expand on the benefits you've mentioned in your headline and show specific ways you'll help your prospect fulfil their needs.

Your ad then finishes off by telling your reader what to do. You **MUST** spell out your instructions. "Call us **NOW** on 939 9897 for a copy of our **FREE** report titled 'How to Write Powerful Ads'."

It has been proven that by writing 'Call us now on xxx xxxx' you'll get more responses than you would if you simply listed a phone number.

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### 13 ways to spice up your Yellow Pages Ad

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1) Write as you speak

Inject your personality into everything you write. You'll be amazed by the response. No-one wants to read boring and stuffy legal-ease. It makes them switch off.

Friendly communication builds a warm and lasting relationship with your prospect. People like dealing with people they like and won't deal with people they don't like so make them like you.

2) Tell your reader what's in it for them.

Your readers are selfish. They really don't care who you are. They just want to know how you will improve their lifestyle.

Describe the features of what you're selling as benefits. Some benefits could be that they'll save money, they'll save time, they'll be envied by their friends... the list goes on.

Paint a picture of how your product or service will transform their lives. Spell it out.

3) Be as specific as you can

Include proven results and/or statistics. This adds credibility to your claims. If you talk about dollars or time frames, don't use rounded off numbers. Specifics are more believable. eg. 98 (believe it or not) is more powerful than 100).

4) Use short sentences and words

5) Long sentences and words bore. Short ones have impact.

6) Use simple language

Your readers may or may not have the same educational background as you do. A 'Rhodes' scholar will read simple language but someone who has a poor education won't read complex language. Scan your ad and replace every complex word with a simple one.

7) `Use the word `you'

You'll be amazed at the difference this simple word makes. Your reader needs to directly relate to what you're saying to want to buy from you. Using the word `you' involves them and interests them in your product or service. Minimise on the words 'we', 'us', 'they' &

'I' and change your sentences around to use the words 'you' & 'your'.

8) The more you tell the more you sell

There is no right or wrong length of body copy. Your copy needs to be long enough to include every selling point you have. Every word should serve to enhance your selling message or your reader will get bored. Powerfully written long copy ads have been known to increase responses by up to 600%.

9) Avoid Brag & Boast

Don't tell your reader how you're the biggest and the best. It turns people off. They simply won't be interested. Tell them how your product will fulfil their needs.

10) Shout out your guarantee

If you have a guarantee spell it out. Your phone will ring twice as hot. A guarantee will make your credibility skyrocket and allay any fears your reader has of dealing with you. It will show your reader that you're willing to stand behind the quality of your

service 100%.

11) Include testimonials

A testimonial from one of your best clients will also boost your credibility and your results.

12) Mention price

If you're in a price focused industry and your business revolves around being cheaper than your competition, and you know your prices will stay the same for 12 months, mentioning a price will significantly improve the effectiveness of your ad.

13) Make your reader an enticing offer

Including an offer in your telephone directory ad will dramatically boost your responses. It gives your prospect a reason to call you ahead of anyone else.

If you can think of an offer that you can run for a full year, that's fantastic. If not, offer a FREE report or a FREE consultation.

Offering a FREE report filled with useful information relating to your product or service will have a great impact. The hard cost of producing a report will be nothing compared to the added responses you'll receive. The report can be simple but it should be offer

valuable tips that relate to the product or service you offer.

Kris Mills of Words that Sell (<http://www.wordsthat sell.com.au>) is an experienced direct marketer, copywriter, author and internet marketer. Visit <http://www.advicegalore.com/marketing/ebook-download.htm>

Yellow Page Advertising For Lawyers – Where Have All The Calls Gone?

By Philip L. Franckel, Esq.

I get calls every week from lawyers saying they're not getting calls anymore from yellow page advertising. Having done quite well in the past, they're afraid to discontinue the advertising. They want to know what's going on and what to do.

Apparently, lawyers are not the only ones. In his article "Quit wasting money on Yellow Page advertising" by Peter Fernandez, D.C., a yellow page, print advertising and practice management

consultant for chiropractors, Dr. Fernandez answers the question, "Why has advertising in the Yellow Pages changed from one of the best ways to advertise to one of the worst in just a few years?" (See 1, below)

This article will attempt to explain where all the calls went. I believe lawyers began advertising in the Yellow Pages much earlier than on TV because of the cost; most lawyers were reluctant to become pioneers of TV advertising; and lawyers were pursued by yellow page salespeople, but not by TV salespeople. Since 1976 through the mid-1980s, the Yellow Pages and classified newspaper ads were virtually the only place a potential client could find a lawyer advertising. Consequently, lawyers advertising in the Yellow Pages did not have much competition and had very good results.

Many more lawyers flocked to the Yellow Pages which then became very crowded. In the last few years, and after a few pioneers, many of the lawyers advertising in the Yellow Pages discovered what every other business has long known, that TV is by far both the most effective and cost-effective media. According to TNS Media Intelligence/CMR, from January 2004 through September 2004 lawyers have spent \$287.3 million on TV compared with only \$71.3 million on print media, \$11.4 million on radio and \$4.1 million on Internet advertising. According to research done by the Television Bureau of Advertising, the public's perception of television gets the votes for Most Authoritative and Most Exciting. Both influential and persuasive, TV wins over other media, in both categories, by a wide margin among Adults 18+. TV scores 81.8% in the Most Influential category, with newspapers a distant second at 8.5%. TV scores 66.8% Most Persuasive with newspapers, again a distant second at 14.2%.

Just as buying something wholesale or in large quantities, your cost per person reached from advertising is reduced when you buy media that reaches more people. Broadcast TV reaches many times more people than a county-wide yellow page book and therefore costs much less per person reached. In the New York DMA (broadcast TV market), there are 29 counties reached by TV. If there was only one yellow page book in each county, you would have to advertise in 29 yellow page books to reach the same geographic area as TV. Unfortunately, there are several yellow page books in each county. Smaller community yellow page books produce even less of a return on investment because they reach even fewer people. Many lawyers have found out that for the cost of a full-page advertisement in just two county-wide yellow page books, you can advertise on TV with a respectable budget and reach the population of an entire DMA.

Today, due to the large number of lawyers advertising on TV, potential clients are being diverted away from yellow page books. Additionally, in the field of personal injury, the problem is compounded. Seriously injured people are usually in bed in a hospital or at home watching TV. Lawyers advertising on TV reach potential accident clients long before they can even get to yellow page books.

When lawyers first began advertising, there was only one yellow page book. Now there are commonly three, four or even five county-wide yellow page books and several village, community or neighborhood yellow page books as well. Some advertisers have even lost their position in the Yellow Pages because they signed a contract with another yellow page book not realizing it was a different book and they couldn't afford two books. Because a consumer will typically keep one yellow page book and throw out the others, the question an advertiser faces is which yellow page book to advertise in or to advertise in all of them. Will your advertisement be in a yellow page book that's thrown in the

garbage? I keep only one book and it stays in the closet, rarely used. Today, I use the Internet instead of a yellow page book.

While there was once only one Yellow Page book in town receiving 100% of yellow page advertising revenue, they are now losing a large share of that revenue to several competing yellow page books, but their operating costs remain fixed. All of the yellow page book companies must print and distribute the same number of books. Unless all advertisers advertise in all three yellow page books, the publishing companies have to increase advertising fees thereby increasing the cost of reaching a yellow page consumer. In an effort to increase revenue, yellow page books have even begun creating new real estate to sell including advertising on the covers, spine, tabbed pages and even Post-it Notes style ads. These high visibility advertisements also divert yellow page consumers from regular full-page advertisements.

Simply put, there was once only one yellow page book in town; it was cheaper to advertise in; there were fewer lawyers advertising in the book; there were few lawyers advertising on TV; the Internet was not what it is today; and there were far more people using the Yellow Pages than there are today.

So what's a lawyer to do with yellow page advertising? If you're one of the three or four largest advertisers in your market with an advertising budget large enough for a substantial TV advertising campaign including billboards and radio, you may want to consider advertising in all of the yellow page books. If you're not one of the largest advertisers in your market, my suggestion is to discontinue advertising in yellow page books and to spend your money on TV. If you have a 1-800 vanity telephone number available and extra money in the budget, you should also advertise on billboards and radio.

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<http://www.worldchiropracticalliance.org/tcj/1997/feb/feb1997fernandez.htm>

Philip L. Franckel, Esq., publishes articles on Lawyer Advertising at

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