

# Seven Secrets of Yellow Pages Advertising

David will help you attract new business and increase your profits. To receive a 20-minute free consultation including a critique of your Yellow Page ad (value \$75), call toll-free 0800 385 1800

## Yellow Pages Secret #1

### Avoid the Most Common Mistake in Yellow Pages Ads

Open up your Yellow Pages. What do you see?

Most of the ads use the business name and logo as their headline. It's just a sea of bland business cards. Let's face it... nothing really stands out.

Is that really what you want? To have your business blend in with your competition? How will your new customer know that you are the best choice for them?

### **Typically the largest, and yet the least profitable, element of the ad is the business name and logo.**

This type of advertising is called "branding." The theory behind it is that the public will link the image or logo to you whenever they see it. Think McDonald's and Nike.

The results of branding are slow...and expensive. You can't track them. You can't even be sure it works.

One thing is certain though. Branding does NOT work in the Yellow Pages. When people flip through the pages, they're not looking for a particular business name.

They're looking for a solution to their need.

Merely placing a business name on an ad doesn't prompt people to pick up the phone and call. It does nothing to help them decide.

### **Here's how to utilize the ad's prime "real estate" to the fullest.**

The most important space in the ad is at the top. This is where you want an attention-grabbing headline. The truth is, you need to get the reader's interest at the very beginning of the ad. Too often the company's name is placed there by the ad design department. This does nothing to motivate people to read further.

Think about this... when you pick up a newspaper, what do you read? The headlines. You want to find out if that particular article is of interest to you. This applies to your Yellow Pages ad as well.

People flipping through the Yellow Pages are going to skim the ads, finally deciding which business to call. They're going to base their decision on having their needs met, not just because of the business name or logo.

Sure, your ad needs to state your business name and possibly logo, but it can't be the primary focus. It just makes sense to place your prospect's needs first. It'll also be much more profitable for you.

### **Don't state the obvious.**

Then there are a few businesses that just list their services. Like a florist who does weddings and funerals, a custom framer who does photos and art, or simply a massage therapist who does... massage.

All these businesses are paying money for an ad that tells people something they already know!

## **Show. Don't tell.**

Instead, make a list of things that your business does differently. These are the things that you may take for granted, but your future clients will love to hear what makes your business special.

So, show them! Stand apart from your competitors. After all, you pay a lot of money for your Yellow Pages ad, so make the most of it!

## **Yellow Pages Secret #2**

### **The 7 Second Rule... it's Not Just an Ugly Rumour**

The fact is you only have 3 – 7 seconds to catch your prospect's attention. Use that time wisely.

In Yellow Pages Secret #1, we discussed the ineffectiveness of having your business name and logo as the headline. What you also need to learn are the 4 key elements necessary for a successful headline.

#### **1. Be an individual... especially in your headline**

In some Yellow Pages listings, you can see multiple ads with a similar headline and sometimes a similar graphic design.

The same person obviously wrote and designed the ads for that particular directory. Is the same person who designed your ad also designing your competitor's ad?

#### **2. What your headline states has to be unique**

Differentiate yourself from your competitors. If we know that 5 plumbers in the same area unblock drains, it would be a toss-up on who to call. Take a look at your current directory. Pick any listing. Is everyone basically making the same offer?

We need to get the readers' attention first by offering some specialty.

#### **3. Not just a unique headline, but offer a benefit to the reader**

Give the Yellow Pages shopper a reason to call you. As an example, if you're a Chiropractor, what have you learned through experience? How has it changed how you do an adjustment? This is a unique and specialised form of treatment, different to your competitors. We need to tell your prospects about it.

#### **The truth is...**

Everyone has some uniqueness. It must be highlighted in your ad.

#### **4. Stop them in their tracks**

Remember the 7 Second Rule? Your headline's job is to beat the clock. There should be a stated sense of urgency. You need to convince the reader to stop scanning the ads, and read your ENTIRE ad. Your headline's prime objective is to grab their attention. The remainder of the ad will follow.

**If you get these elements in place, your ad will already be head and shoulders above the rest!**

## **Yellow Pages Secret #3**

### **Higher Profits, or Better Looks? You Decide...**

Let's just put this out into the open. There's a little-known secret that paying for colour in a Yellow Pages ad **does not guarantee** you better results.

Yes, it can look better with the pretty blues and red tones artistically placed throughout your ad. When it comes right down to it though, you may be paying for a Toyota and getting a Lada.

As an example...

One client was paying an extra \$600 each month just to have her ad in colour! That meant over \$7,000 a year needed to be generated just to pay for that option. Her average customer generated \$200 in annual income. She had to come up with over 30 new clients in order to break even for adding colour.

Of course if you publish the **ONLY** coloured ad in your directory, then it may be worth the extra investment. Otherwise, there are better (and less expensive) ways to make your ad stand out.

Here's an option...

Take the money you were paying toward that extra dash of colour. Invest in a larger black & white ad. Often, you can pay for an ad maybe twice as large for the same amount of money.

### **Here's why the SIZE of your ad is much more important than having colour.**

We can place more content into a larger ad. This means that more response mechanisms and motivating text can be displayed. Utilizing this larger space allows us to establish a better relationship with the reader by displaying benefits and offering solutions.

You also get much better placement with a larger sized ad. This is extremely important, as Yellow Page prospects start looking at the beginning of the listing.

They are ready to buy so the earlier you appear the better. Use your ad size wisely. Anything less than a 'dollar bill' ad has the potential to get lost near the binding of the directory. Be mindful to do whatever you can to avoid getting lost in that 'dead spot'.

## **Yellow Page Secret #4**

### **Screening Out the Price Shoppers**

We all get those phone calls...people trying to find the lowest rates. How would you feel if your ad automatically screened calls from these discount hunters? It can be done. Here's how...

From your existing customer base, pick the 4-6 people that epitomize your 'ideal' customer. They're the ones who are loyal to your business and a good source of referrals. Figure out what motivates them.

Find the answers to questions such as:

- 1) What needs, desires, or problems does your ideal client bring to you? What is it about your business that makes them confident enough that you'll solve them?
- 2) What makes you special? What defines your business as a better solution than your competitors? What makes you unique in the eyes of your best customers?

This needs to be much more than just a poll. It needs to be a conversation...one-to-one. Take 10 minutes or more per person to really dig deep into what the real reasons are. Don't be content with their "surface" answers.

"I really like coming into the office because the staff are so friendly!" This just isn't enough information. You need to learn what your staff actually do to create the friendly atmosphere. Ask your client.

That's when you'll start finding those valuable nuggets of information that can be incorporated into your ad text. This is the emotional content about why they stay with you...why your competitor hasn't been able to lure them away.

These are your best customers. Dig even deeper to find out what makes them tick. What makes them feel connected to you? Why do they keep coming back? What are they telling their friends about you?

As you do this, you'll become very aware of the emotional reasons they purchase from you. Don't be surprised if this process changes the way you handle your clientele. You'll be more tuned into what they need.

### **Your ad's content will now be clearly defined.**

The service you provide will be plainly stated as having a higher value. Your ad will also encourage like-minded people to call your business.

With a bit of investigation, you'll start receiving more calls. Not only MORE calls, but higher quality calls!

## **Yellow Pages Secret #5** **Lowering Resistance**

Sales resistance...we've all felt it. The times when a salesperson approaches and we cringe. We want to buy, but we really don't want to listen to his spiel. This type of resistance occurs in print as well as in person.

### **The best way to overcome resistance is to let other people sell your service for you.**

Let's discuss the clients you interviewed. Ultimately, they're happy with your services because they trust you. You've overcome resistance by gaining their confidence. Now, they're most likely glad to let others know that you are the best solution to their problem.

Testimonials (when done properly) can create more trust than any other element of advertising. Get a usable quote from one of your clients and strategically place it in your ad. Whenever possible also get a photo of the person giving the testimonial as it humanises and authenticates the endorsement.

### **Sincerity and honesty go a long way in reducing sales resistance.**

Allow this satisfied customer to share with others how you solved her problems. When she called all the other plumbers for help at 4:30 am, were you her last hope when she found out a pipe in her basement had burst? Or perhaps she just needed some minor plumbing repairs done around the house, and you treated her politely and with respect.

People respond to real stories, real issues. Be sure that you don't fabricate any testimonials. Your reputation isn't worth taking the easy way out.

## **Yellow Pages Secret #6**

### **Do You Want a “Pretty” Ad, or One That’s Profitable?**

**You need to decide...**

**If your choice is a Yellow Pages ad that makes money, keep reading...**

I'm not saying that your ad needs to be ugly. In fact, it requires visual appeal. What we need to keep in mind is that there are certain elements which will distract a reader from, well... reading. An out-of-context graphic or incorrectly placed photo is an example of these undesirable elements.

Overall, it's the words in the ad that sell people. Pictures and graphics don't necessarily motivate people to buy from you, but headlines, testimonials, and other elements most certainly do. In fact, you can ruin the flow of the ad with a photo or other distraction.

Let me explain...

Picture a quarter page ad in your Yellow Pages book. In this ad is a picture of an attractive baby which catches your eye. The baby's photo is positioned on the lower left hand corner of the ad, and the baby is looking down at some toys. Notice how your eye leaves that ad completely, moving in the direction that the baby is looking...which is toward the ad below. I can guarantee that the ad with the baby's picture will lose a lot of business to the ad placed underneath.

**Be aware of seemingly small details.**

If you happen to use a person's photo in the ad, be mindful of where that person's eyes are looking. They should be looking toward the main body of your ad. If you use an image of a truck or vehicle, be sure that the vehicle is 'heading' into your ad, not away from it.

Even over-used clip art can appear 'orchestrated' and create resistance in the prospect. The more real it appears, the more believable it is and the less resistance there will be.

Each graphic element should be carefully thought through.

Here's more...

**An improperly placed graphic will limit your ad's productivity.**

Our eyes are trained to read on a certain path. Left to right, then back down diagonally, then left to right again...you get the idea. Unfortunately, some ads have graphics positioned directly in the middle of the reading path. This breaks the concentration of the reader, who may unconsciously decide to see what's going on in the ad right next to yours.

Attention to detail is significant. All it takes is one simple oversight to affect the outcome of your ad's success.

## **Yellow Pages Secret #7**

### **End Your Ad on a Profitable Note**

You have a great ad, yet it still doesn't get you the results you want. Seems like there's something missing...

Like any good movie, you need a great ending. In the case of your Yellow Pages ad, this is termed a "call to action".

### **The end of your ad should be the beginning of a relationship with your new customer.**

You've already navigated the reader throughout your whole ad. She's at the end of the ad, looking for the next step. She wants guidance. That's what the Yellow Pages provide.

### **Give them a reason to call.**

Motivate your new client to call you. Offer them something useful or informative in return for calling. Keep in mind that they're approaching your business with a 'what's in it for me' mindset. This is the time to give them something in return for contacting your business. Don't under-estimate the goodwill that results from giving away something 'free'.

Here are a few sample formats:

Call for \_\_\_\_\_

Call to receive \_\_\_\_\_

Call and get \_\_\_\_\_

When you call, mention this ad to get your \_\_\_\_\_

Now the offer has to be of immediate value. It also must be unexpected. Check to see if your competition is offering anything, and then **do something different**.

Depending on your profession, "free reports" are a great way to get people calling. For example, "5 Tips to Make Your Move Less Stressful" or "10 Ways to Quickly Train Any Dog."

A 24 hour recorded information line, which also has the capability for people to leave messages, is highly beneficial. Prospective customers can call in anytime, day or night, and receive helpful information.

A telephone information line or an offer of a free report positions your business in their minds as an authority on the subject. This boosts your credibility and enhances the trust factor.

### **None of these elements should be underestimated for their ability to increase your ad's success.**

#### **Want help maximizing the effectiveness of your Yellow Pages ad?**

David Frank will make sure that your ad is the one that gets noticed. He'll employ specialised ad-copy methods that will naturally motivate your Yellow Page prospects to buy from you.

**Bottom line...** David will help you attract new business and increase your profits. To receive a 20-minute free consultation including a critique of your Yellow Page ad (value \$75) **call toll-free 0800 385 1800**