

Better Advertising Tip-Sheet

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<http://fullestextentmarketing.com/small-business-advertising-ep3/>

More money is wasted on ineffective, boring advertising than anything else in business. The sad part is, it doesn't have to be this way.

Here's a short, but powerful lesson in what good advertising should include. Following these simple steps can make all the difference in getting better results.

1. Don't Rush The Process

Most businesses spend too much on advertising. and not enough time on writing the ad itself!

Refrain from letting the media artist or media advertising department prepare your ad without considerable input from YOU.

Without your input they will often make your ad look similar to the other ads in their media. Little known fact: *They do not want your add to stand out.*

2. The 'Offer' Is KING

The strongest offer you should make is the only offer you should make. 'Weak offers' waste time and money.

What's a Weak Offer? Offers like, "Get 10% OFF" (in market where competitors routinely offer 30-50% OFF.)

Or offers that require the purchaser meet all kinds of 'conditions' to qualify. These offers send the message that the advertiser is afraid too many people will 'cheat' them or take advantage of the offer.

3. Don't Dilute The Message!

Use ONLY ONE main Message or Offer in Your Ad.

Many advertisers try to squeeze lots of 'offers' into their ad. Unfortunately, 60-70% of the readers don't even read past the HEADLINE. So, your Headline/Offer needs to be BOLD and make a BIG SINGLE promise.

This 'one-offer' style of ad has consistently proven to be more effective than a bundle/jumble of offers and pitches.

4. The NUMBER ONE Purpose Of The Ad

... Is To Get Noticed.

The Number 2 purpose is to get prospects to read the rest of the AD.

The Number 3 purpose is to get them to call or come in. Period. If you believe anything else, you are buying 'smoke'.

"Branding" is incidental to this process.

5. Track Your Ad With A Coupon

(or other response vehicle)

It's the ONLY way to know if the AD is being seen and acted on at all. Anyone that tells you, "Not to worry, you're getting a lot of exposure" is pulling your leg.

6. Use Media That Matches Your Customers.

Just because a paper is cheaper doesn't mean it's a good value. If your type of paying customer doesn't read the paper, it's no bargain at all.

If your customer isn't typically on Facebook, then *any price* is not a good deal. Ask your present customers what they read. Ask them how they heard about you. Ask them why they come back.

7. Start Advertising Before You 'Need' To.

By the time you're 'desperate' for customers it may be too late!

Many businesses mistakenly believe they will advertise only when things get 'slow'. Unfortunately, the 'lag' time to see results may

push the business deeper in the hole. Plan your advertising and view it as an investment.

8. Get Objective, Unbiased Professional Help.

It should end up costing you ‘nothing’ if marketer does their job.

There’s a lot more to advertising than calling the local paper and running an AD. Don’t expect the newspaper to design and write a great AD for you. They layout ‘tons’ of ADS every week. Your AD may end up looking ‘pretty’, but it won’t incorporate the Professional Copywriting Elements necessary to get top notch results.

Want more information, without obligation?

My schedule still has an opening this week. Call me at 813-658-8234 for more help with your small business marketing.

Thanks,



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