

# An Amazing Secret That Can Make Your Yellow Pages Advertising 750 % More Profitable!

*By Ernest O'Dell*

Just in case you haven't realized it yet, in most states it's Yellow Pages time again...

You see them coming in big bundles to the office where you work, or they show up in piles on your front porch... or in your mail box. It seems like everybody is publishing Yellow Pages. I must have 3 or 4 different publishers sitting in the living room.

Now, I am a big fan of the Yellow Pages, if your prospects show up there looking for your product or service, and you have a **BIG** eye-catching ad, they're probably going to call you first.

So if you're sitting there at your computer, wracking your brain trying to create the best ad to gain maximum attention and bang for your buck, or even worse, just going to use the same old worn out ad that hasn't ever really got much attention at all in the past, then here's how to do it.

In this report I'm going to get down and dirty, and uncover the nitty-gritty art of writing powerful Yellow Pages ads.

The results I have achieved from Yellow Pages advertising, by using the following simple but powerful strategies, speak volumes for themselves. It's true, those results have indeed been nothing short of amazing!



## Like all media, there is a right way, and a wrong way

Have you ever watched a commercial on TV? Do they ever start off with the business name? Or the product name? Or the name of the service? Rarely. Most of the time they come on blurting like Billy Mays the **problem** to be solved, then out comes the product or service to solve the problem. Then they pound out—at high decibels and rapid-fire—the solutions and benefits of their product. Not their *features*, but their **solutions**.

Now, settle in for a quiet, focused read. I suggest you also perhaps pick up a copy of the Yellow Pages and have a 'flick through' as you read this. Though much of what I talk about will strike you as common sense, there will be points I make in which I will stretch your "thinking cap" a little. It's time to venture out of your 'comfort zone' and think "outside the box."

Let's face it, your ad in the yellow pages costs the same, whether it pulls 1 sale or 100. So, how do you make it pull like crazy?

And... why don't the ad agencies of the Yellow Pages gurus explain this stuff to you? The truth is that **they don't know** about it and **they don't know how!** And it's not their fault, they just don't understand Emotional Direct Response Marketing & Advertising.

Now even if you're not placing an ad in the Yellow Pages, you should still listen carefully here, because the following information is going to apply to any ad you write. Whatever it is, you **MUST**:

## **Have a Bold Headline at the Top of Your Ad**

Most people put the name of their company at the top of their ad. Blah! This is not the White Pages telephone book we're working with... it's the Yellow Pages. And what we want is for our ad to literally JUMP OUT OFF THE PAGE and grab people by the eyeballs and choose us when they're looking for someone to do business with.

**So don't waste the only chance at a first impressions that you're going to get.**

### **Have Lots of Ad Copy**

Your ad can never be too long, only too boring. Write about the benefits your client will enjoy by doing business with you. What's in it for them?

### **Make it Look Like an Editorial**

Teach people something and position yourself as the **expert** in your field.

### **Include bullet points, testimonials from happy clients, and a photo of yourself or your "front person"**

This is what I am always raving on about – giving your prospects proof of what you say is true! Show them that you are a real person,

who is passionate about doing a good job. This is a much more effective way to get their attention than a business name and number.

## Use a white background, black print and red spot color

There are no exceptions to this rule, except for photos. Dare to be different! Grab their attention!

## Yes, the size of your ad will multiply your response by 4 times.

The Bigger the Better! As before, stand out from the crowd!

By the way, if your Yellow Pages rep tells you your headline is too big, there's too much copy and not enough yellow space and you need to put your company name on the top... that's great, you've got a winning ad!

All they know about, is traditional advertising, NOT **Direct Response** advertising. And since direct response type ads very rarely appear in this media, the Reps do not understand them and assume they are "bad ads" insisted upon by misguided advertisers.

Unlike any other advertising media, in the Yellow Pages all advertisers are limited to the same maximum size; no matter how much bigger or richer your biggest, richest competitor is, the biggest ad he can buy is a full page. So the playing field is restricted and relatively fair. This means that if you choose to go with a full page ad, you will automatically appear just as "big" as any other advertiser. Nobody will ever know the difference if you're a small business or a Fortune 500 Company.

A full page ad in the Yellow Pages might cost you anywhere from \$10,000 to \$20,000 depending on the number of colors and pictures, but if you're selling a "high-ticket" item in a large demographic market, you'll make that back fast enough.

Look at two of the big ads in your Yellow Pages directory – can you tell by looking which is the bigger, more successful company? No. One could be the largest international conglomerate in the category, the other could be a one-man operation, and you can't tell which is which. I see them all the time. One full page ad will be for an insurance company or a law firm, and another full page ad will be for a one or two man plumbing shop! You know who's getting all the business? **All of them!** At least the ones running full page ads...

This, plus a favorable position, are the two most often voiced arguments for buying a big / biggest ad, and they have validity.

There is also sufficient statistical and case study evidence to satisfy me that in general, when you double the size of a Yellow Pages ad, you do not just double the response; you triple or quadruple the

response! And if you have the extra cash to get a full color ad on the inside cover or outside back cover, all the better, because your response rates are going to explode exponentially.

Where do you think an ad for your business would do you the most good? On a full page, in your category? Or on the inside or back cover of the directory?

Hey! If you've got to borrow the money, then this would be a better bet than playing the lottery! The lottery has the odds stacked against you. Putting in a full page ad—ANYWHERE—stacks the odds in YOUR favor.

**However, here's the caveat:**

Bigger / Biggest size only works to your greatest advantage when you have a strong sales message to fill the space! If everything you have to say about your business fits on a business card, just enlarging that to fill a full page is going to be a lousy ad and a worse investment.

And to add to this point, you do NOT need the biggest ad to win big... the message is MUCH more important than size. But I prefer both size & message. (If you can't seem to get your "message" together, then get with me and see if I can help you.)

## **The Most Important Thing You Need to Know About Creating Your Advertising Message**

Your logo and your company name, those things that are recognized easily by your customers, are of minimal importance in Yellow Pages advertising. Using your business name as the ad's headline, for example, is a complete, utter and ignorant waste of space.

**Here's why:**

**FACT #1:** 60% of those who consult a category in the Yellow Pages, have NO company in mind. They are not looking for a name they already know. They are completely open-minded. They're just looking for a solution to their problem or an answer to their questions. Believe it or not, they are there to be sold.

**FACT #2:** Of the 40% who do know a business in that category, a third are willing to be swayed from the one they already know about to a different one... if your ad catches their attention. In total, 6 out of 10 are fair game for you.

**FACT #3:** You will not attract/convince these 6 out of 10 with your name, logo, or cute slogan.

**WARNING:** Some experts will advise you against mentioning service, guarantees, warranties, etc. and will advise sticking just to 'basic facts' (the same ones everybody else provides), such as location, hours, phone number, etc. This is very, very bad advice. They are creating an over-sized business card! You are supposed to be creating an AD to get your prospect's attention and convince them to choose YOU. Talk to 6 out of 10 "in search of someone to trust" and tell them why they should choose you versus all the other advertisers.

## **The Most Powerful "Secret Weapon" Of The Yellow Pages Advertiser Who Gets Extraordinary Results!**

In all other types of advertising, most pro's acknowledge that 70% of the battle is won or lost with the headline. Yet, incredibly, unbelievably, 99% of all Yellow Pages ads, do not have a headline! They replace it with the business name, a cross-street location or nothing at all...

When you put a benefit-driven, attention getting headline on a Yellow Page ad, you instantly gain a profound competitive edge over all your competitors, and other advertisers in your category!

To demonstrate what I mean, take a look at the following 2 examples:

- <http://dmsgroup.tripod.com/docs/y1.pdf>
- <http://dmsgroup.tripod.com/docs/y2.pdf>

So there you have it. All the information you need to dominate your category in the Yellow Pages – that is, if you're game enough to do something different from the crowd and actually get your prospects' attention! Be game, be bold... and reap the rewards!

Alternatively if you're interested in having your ad "done for you", I can be of assistance to you or I can highly recommend the services of a trusted colleague who knows the game.

But be warned... If you follow my advice you are going to get **very busy, very fast!**

Ernest O'Dell

[DMS Group](#)

[dmsgroupster@gmail.com](mailto:dmsgroupster@gmail.com)

Ph: (806) 297-3267