



ADS THAT CREATE ACTION

By Lori Colborne

Use a strong headline that grabs the reader's attention; typically, you only have 3 seconds!

Unless your company name is famous, it is not the most important part of your ad. Remember the power of the word FREE. Review your message. Avoid industry jargon and cutesy lines. Use clear, concise, simple wording. Short sentences and phrases are most effective.

Tell your readers why they want to do business with you. People are most interested in how your service or product can benefit them and the importance of those benefits; for instance – it can save them time and money, avoid pain or gives them pleasure. Caution - no exaggerated claims!

Gain credibility by using testimonials, quoting statistics, stating number of years in business, number of customers served, units sold, and your credentials. Quote from articles written about your product or company. Note: Ask permission from the writer before you use their testimonial.

Highlight your conveniences: What credit cards do you accept? Payment plan available? 1-800 number. Open 24 hours/day - 7 days/week. Evening appointments. Mobile services.

Eliminate resistance: Free Samples. Money Back Guarantee. Limited Guarantee. Call to action – Phone today! Order today! Drop by today! Limited quantities! Limited space! Introductory price! Special manufacturer's price or rebate!

When space permits use visuals including photographs, line drawings, cartoons, illustrations, charts or graphs. Your most interesting line or graphic should be what you are selling. Some ads are very humorous or clever but not effective.

Test your proposed ad: Ask for feedback from people you trust but who don't know your business well. Listen to them. Respect their opinions.

Where should you place your ad?

Do your homework before you decide. Start by asking your current clients what they read. Analyze the publications. The Commerce News is an effective affordably monthly publication that targets a wide range of consumers.

*Written by **Lori Colborne, President - LSL Marketing Consultants***

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