

 Entrepreneurs Circle

Business Success Blueprints

# PRINT ADS

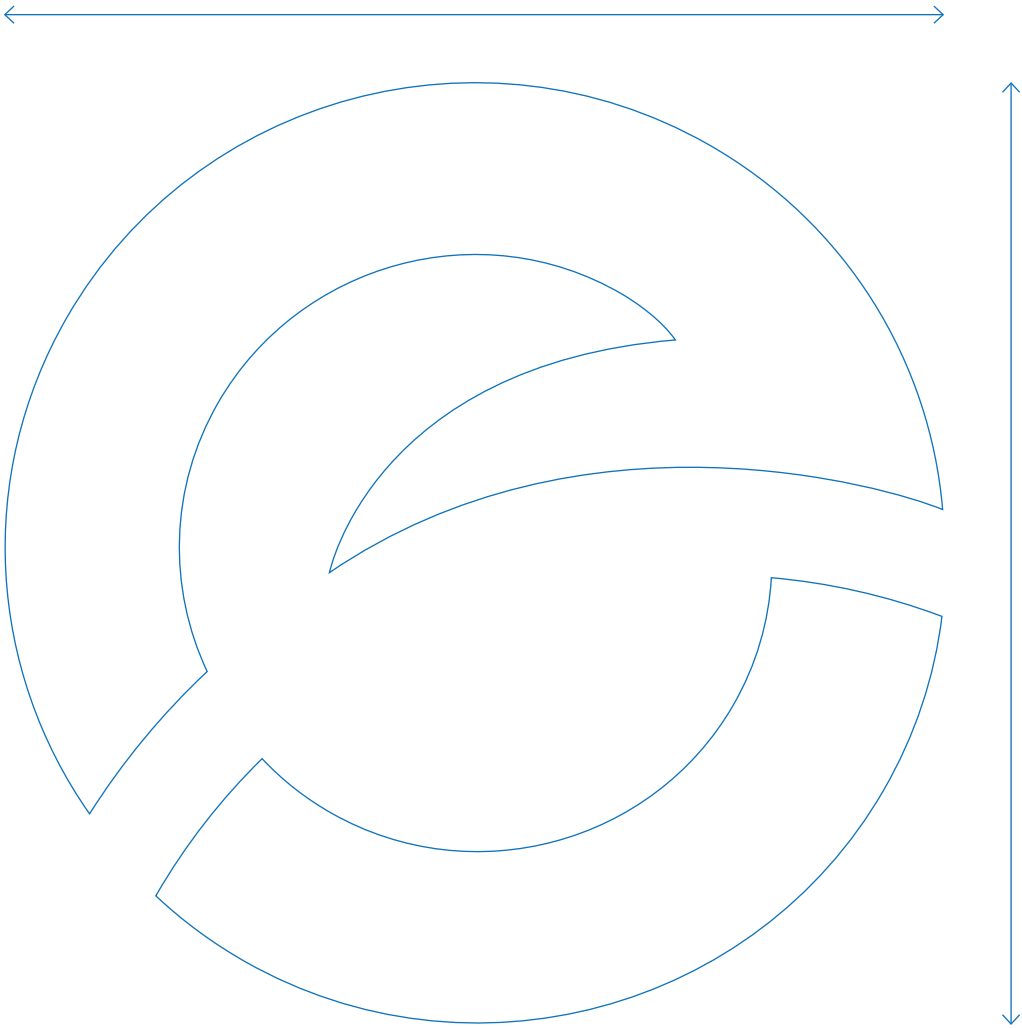
MAGAZINE  
NEWSPAPER  
TRADE PRESS



## YOUR BLUEPRINT TO SUPER SUCCESS

The definitive Entrepreneurs Circle guide to writing perfect print ads for your business.





# Welcome to Your Print Ads Blueprint

With the increase of online marketing and social media in the last few years, people are often too quick to overlook the power of print...

Of course, the internet is a wonderful thing and online marketing can be very effective. But that's not to say the more traditional methods don't work just as well.

## **Awesome Print Ads are difficult to forget...**

Print Ads can be so powerful; they can catch our attention and make us stop in our tracks. They can reinforce your brand's message, introduce new products or services and encourage prospective customers to take action.

If you don't already use them as part of your marketing strategy, we're here to show you exactly what they are and why they're important.

In this Blueprint you'll get a step-by-step guide telling you how to create the perfect Print Ad. We'll talk you through how to go about placing your ad, and how to measure its success to ensure you're getting the most from it.

Have a read through and soon you'll be the business people can't forget...

The Marketers

# So First Things First.. What Are Print Ads?

If an advertisement is printed on paper, for example in a newspaper or magazine, newsletter, booklet, flyer, direct mail, or anything else that would be considered printed, then it comes under the umbrella of print advertising.

## Why are Print Ads important?

Here are 5 reasons why we shouldn't forget about the more traditional forms of marketing:

1. **Credibility** – People often don't trust the internet and the non-stop pop-ups for the fear of viruses and threats to their computer.  
  
There's something more credible and trustworthy about Print Ads. People can physically hold them in their hands.
2. **Targeted marketing** - Magazines and newspapers allow you to target a specific demographic through a product they connect with.
3. **Building an image** – Business owners can use Print Ads to build their image using consistent images, logos, type etc. so that their business becomes easily recognisable.

What's more, images used in Print Ads are very important tools to showcase what your business can offer and support what you're saying.

You could use testimonials to show some of the successes you've had in the past too.

4. **Last longer** – Companies using Print Ads can expect their messages to last longer. For example: magazines and newspapers get passed around to other readers (like at your local dentists!)
5. **High retention rates** – When people read offline they tend to stay attentive and give more time to an ad.

People who read magazines and newspapers tend to be loyal and will buy the same one regularly, so Print Ads can help you to attract the right kind of customer.

## What Print Ads are there?

There are two types of Print Ads; brand advertising and direct response advertising.

At the Entrepreneurs Circle, we've had fantastic success with direct response, so this Blueprint will focus on helping you to achieve this for your business.

## So how are these two types of prints ads different?

Well, brand advertising is when big companies use symbols and slogans to build up a certain image or identity for their brand.

Think of all the companies we recognise by just a single image or logo.... Huge advertisers can get away with postage stamp-sized presentations of their logos and images, because their products and aesthetic are so familiar. Take a look at these examples and you'll see what we mean...



These brand advertising Print Ads are simple, attractive and effective. You'll notice that the logos are small in all three of them. The brands are so recognisable that they don't need to plaster them with massive logos.

However, if you haven't got millions of pounds to spend like these big-bucks companies, then you should focus all your advertising activity on direct response ads.

One of the things you'll have noticed is that none of the three brand advertising Print Ads featured above have a call to action. That's what sets them apart from direct response ads. Direct response ads always feature a call to action.

They aren't produced for 'awareness' like the ads above – they're created to make people do something specific.

Think of them as a little sales person working on your behalf, leading the reader to respond by either picking up the phone to call you or visiting your website.

Even though selling is one of the main purposes of advertising, it's by no means the only reason to run an ad. Your direct response ads can either sell or generate a lead.

## So, what do we mean?!

Lead generation is the process of building a list of people who might well be interested in your product. A direct response Print Ad can be a great way to get people interested enough in your product to give you their details so that you can then market your product to them.

In other words, you want people to see the ad and heed your call to action by visiting your website, for example, where you can capture their information in exchange for something of value. It might only be a name and an email address, but this means that now you can keep in contact

with them. You can nurture your relationship so that over time they will buy what you have to sell.

This is a particularly good strategy when you're selling high value products as you can keep in contact with your prospects and build their trust in the hope of moving your prospects into lifetime customers.

## So, do you use your direct response ads to sell or to get a lead?

Before writing your ad you must be sure about whether your Print Ads are there to sell products and/or your services, or whether you want to generate leads that you can nurture.

In this Blueprint you'll learn how to create the perfect Print Ad that you can place in newspapers and magazines.

# 6 Easy Ways to Create the Perfect Print Ad



Ah, that caught your attention didn't it!

The truth is that an ad only has a split second to attract a reader's attention...that's why the headline is so important. The perfect Print Ad is clear, concise, informative and inviting. It must communicate quickly why your product or service has a lasting benefit for them, to make the reader want to read the ad and not just glaze over it!

**Here's a checklist we've come up with to help you create an eye-catching Print Ad:**

**1. HEADLINE** - This is without a doubt, the single most important part of the ad.

In the instant that the reader scans your ad, the headline needs to grab their attention and make them want to read on.

If you haven't got a well-thought out and punchy headline your ad will end up unread and unloved!

Your headlines should NOT be about you and your

business and definitely not just your company name. They should be geared towards the interests of the reader and should state what you can do for them and how they can benefit from your business!

The reader doesn't just want to know about the features you offer, they want to know the benefits. If you don't tell them, they won't know, and your ad will most likely be forgotten.

Where the headline is placed within the ad is just as important as what it says.

You must make sure that the headline dominates the ad and is what the reader will see first.

Effective headlines will usually include the following:

- A specific reference to the target market (i.e. the ideal customers that you're trying to attract!)

Remember: it's all about what you can do for them!

- The promise of the biggest benefit your product or service can offer.
- Identify a current frustration that your customer faces.
- Develop an urgency for the reader to take action now!

One more thing...BE POSITIVE! It's far more effective to use positive phrases as headlines, rather than matter-of-fact statements.



**2. SUBHEADING** - The purpose of a subheading is to elaborate on the headline and pull the reader into the ad even more.

**Your headline hooks readers and your heading reels them in.** Not all Print Ads require a heading, but they give the reader additional information without cluttering up your ad and can explain the gist of what you're saying.

It's important to remember that some people will just skim read your ad. You need to draw them in by highlighting the important parts.

If your heading briefly states your main benefit, they'll understand exactly what the ad is about straight away, and will be more likely to keep reading.

**3. MAIN BODY** - Your headline and subheading have caught the reader's eye – great! But now you need to hold their attention... in the main body of the ad you need to say what you can offer them.

You will explain your offer in detail, but like everything else in a good Print Ad, you need to keep the copy brief. Your offer needs to compel the reader to take action.

If your reader puts the ad down, even if they found it interesting, the chances of them picking it up again and doing something with it are reduced.

When you're writing your ad you need to be focusing on what you can put in it that'll make the person reading it stop whatever they are doing and ring you up or visit your website.

**4. REMEMBER: IT'S NOT ALL ABOUT YOU!**

The copy should be directly related to how the reader can benefit from using your business.

When writing it, ask yourself how your product or service can make your prospect's life better?

The amount of times you use the words 'you' or 'your' in your ad should be at least twice the number of times you have used the word 'we' or 'our'.

This is all about your prospects and what you can do for them, so talk to them in their language.

**5. CALL TO ACTION** - Include a clearly defined call to action. Ask yourself: what do you want people to do when they see your ad?

**Keep it simple.** Tell them directly and make sure they are in no doubt whatsoever about what you want them to do, and how they should do it.

For instance, if you want them to call you then say: "Give us a call TODAY on..." or "If you want more information then give us a call on....and we'll be happy to talk you through it!" and include your

phone number in a large, bold font. If you want them to visit your website, then say "visit our website here..." and include your website address.

They won't know until you tell them!

**6. GENERATE YOUR GRAPHICS** - The images in your ad are there to catch your readers' eyes and interest them enough to read your main copy.

Remember that your ad's graphic elements should be relevant to what you're selling.

Use photos or other illustrations in an ad to show the product in use, show the results of using the product or service or grab attention through humour, size, and dramatic content.

The design and layout of an ad is everything. The goal of advertising is to get people to take some type of action.

How elements of an ad are placed on the page can help accomplish that goal. The best way to hold readers' attention is to create a clear path, leading them from one element to the next.

**Try these tips for an effective layout:**

- **Z Layout** - Mentally impose the letter Z on the page. Place important items or those you want the reader to see first along the top of the Z. The eye normally follows the path of the Z, so place your "call to action" at the bottom of the Z.
- **Single Visual Layout** - Although it is possible to use multiple illustrations in a single ad, one of the simplest and most powerful layouts usually use one strong visual combined with a strong (usually short) headline plus additional text.
- **White Space** - White space is a design term that refers to space that isn't occupied by text, images, or other visible page elements.

The amount and use of white space is a key component of a page's readability and legibility so don't be afraid to leave some white space in your ad!

- **Make sure your copy is readable!** – Use readable sans serif fonts and a minimum of 10 point type. Consider 12 point type for older readers.

Use black type on a white or very light background (or vice-versa) and don't go overboard with bold, italics and underlining, as they can be more difficult to read than simple fonts.

We've included one of our Ads on the next page, so that you can see what we're on about!

So whether you want to use this exact Print Ad or use it for inspiration for your own, it's important to remember a few things...

# Ask yourself these questions when you've written your ad:

1. Did it grab your attention?
2. Did it hold your interest?
3. Did it communicate your message clearly?
4. Does the message relate to your target audience?
5. Does it create a desire for the product/service?
6. Does it have a call to action?

## B2B Print Ad Example (IT Support)

### The Secret to a Great Night's Sleep...

...is knowing your business is safe, secure and protected.

To achieve that you'll probably want to deal with an IT Support company with enough hindsight to have been able to amass a healthy amount of experience, and enough foresight to be able to protect you from future hiccups.

Your business means a lot to you and that's why it's important to have the right people looking after it, making sure everything is running like clockwork so you can focus on the bigger stuff. Let the experts at {BusinessName} help you with:

- Antivirus and security
- Online backup
- Server Maintenance
- Hardware repairs and PC upgrades
- Telecoms and email support
- Software support and licensing
- Network and connectivity support

Luckily for you we offer **FREE Antivirus software** for a year for every new customer that calls before {InsertDate}!

So, give us a call NOW on {BusinessNumber} and we can get the ball rolling!

## B2C Print Ad Example (Dentistry)

There will be days when you just can't find the energy to crack a smile...

...but **{BusinessName}** is here to ensure yours looks perfect for the days you can.

A great smile can fill you and those around you with confidence and put everyone at ease. But if you're not happy with how yours looks, and you're hiding it from the world, then it's time to do something about it.

Enjoy a future of straight teeth, heightened confidence, and greater oral hygiene with expert dental services from **{BusinessName}**. Our services include:

- Crowning
- Gold, white and amalgam fillings
- Oral hygiene maintenance
- Orthodontics prescription
- Extraction and reshaping
- Denture fitting and design
- NHS work

Call **{BusinessNumber}** to join today and get 50% off your first visit. Offer ends **{InsertDate}**

**{BusinessName}**, here to give you the smile you've always wanted.





# Here's a Great Example of a Print Ad

The heading in red font explains exactly how the reader will benefit, talking to them as if it was written especially for them, pulling the reader into the ad even more!

The copy is bullet-pointed and is in a readable font. By using different colour fonts, it makes it interesting to read and holds your attention.

**Special Offer For All 200,000+ First Voice Readers Who Are Serious About Growing Their Business**

## Accept This Special Invitation To Be Part Of An Unprecedented £1.8 Million Free Book Giveaway

**If you're sick and tired of spending your hard earned cash attempting to get more customers, keep more customers and grow your business then I've got a free gift for you.**

I'm offering you and the other 200,000+ members of the Federation of Small Businesses the opportunity to download a FREE copy of *Botty's Rules* - my Sunday Times Best Selling Book.

This book is my answer to the most common frustrations among small business owners who are tirelessly working hundreds of hours in their business desperately attempting to realise the excitement and the dream they had when they first started out. The fact is, it's becoming harder and harder to attract new customers and more expensive to keep their customers.

When you claim your FREE copy of my book you'll discover the 29 Real Life Success Secrets that I've used to **build eight separate Million Pound+ Businesses in the last eight years**. It will serve as a reference tool for you to get all the new customers you'll ever need including but not certainly limited to...

- Why most people in your industry are wrong and how you can break the mould to become the leader in what you do.
- How getting and keeping customers is your first job every day - and how to do it successfully.
- Why Good is Good enough - why it's better to take action, albeit not completely perfect action, than to do nothing and remain stationary.
- The most powerful business tool you'll ever use - Do this properly and you'll put money into your business and make sales tomorrow.
- The dirty little secrets of a successful follow up campaign that will crush your competition and dramatically increase your sales.
- And there's another 24 Ninja tricks in the book...

In my experience most business owners are only aware of a just a small handful of ways to get new customers. If you'd like to **grow your business and increase sales activity** from these 29 Real Life Success Secrets then I'm really excited to be sharing them all with you in my book. And the good news is...

**No Hidden Catches** In case you're wondering...there aren't any hidden catches!! This is a genuine offer for you as a fellow member of the F.S.B. **Grab a copy now and put the secrets into action before your competitors.**

Download my book right now from the website address at the bottom of this page. You'll get the digital e-book version immediately - direct to your email inbox - and you'll also be given the chance to order a physical copy if you wish, but that's totally optional. You're welcome to download just the digital version of the book and use it to open the floodgates to an unlimited stream of new customers, increased sales and extra profits.

I hope you enjoy my book and find it extremely profitable.



Nigel Botterill, author of *Botty's Rules* - The Sunday Times Best Selling Book 2011 and Best Small business Book 2012



The Sunday Times Bestseller 2011 & Small Business Book Awards 'Book of the Year' 2012



**Claim your free book**



**Visit the following website to claim your FREE BOOK**  
**www.bottysrules.co.uk**

NB: Don't search Google for it! Type the above web address directly into your web browser's address bar.



Free Book Offer from The Entrepreneur's Circle, 3 Olton Bridge, 245 Warwick Road, Solihull, B92 7AH. Tel 0121 765 5551

The image makes the ad more attractive to an otherwise fairly text-heavy ad and emphasises the product given away.

Straight away our eyes are led to the website address, meaning it's very clear what the call to action is

The call to action is instantly obvious. It's in a bold and large font. It's clear what the ad wants us to do - if we visit the website, we can claim our free book.

# Now It's Time to Choose Where to Place the Ad

How do you choose where to place an ad?

Where you place your Print Ad will have a massive impact on its success. So, what magazines or newspapers do you place your ad in to make sure it's effective?

The first thing you must do is think about your target audience! So ask yourself: what kind of person do you want to attract?

There's no point placing an ad where the people you want to attract won't see it!

So which publication should you run your ad in? There's no right or wrong answer but there are important points to consider:

## Paid or free publications?

Like all forms of advertising, your Print Ad costs will depend on a lot of things: the size of your ads, what sections of the publication you want your ads in, the frequency with which you run the ads, whether you choose to use colour in your ads and obviously what publication you use.

If you choose to run your ad in a free publication it may work out cheaper for you, but you must ask yourself the following questions: will many people see your ads? Do enough people read this publication? Sadly, many free publications go straight through the letterbox and into the bin...

People who pay for publications tend to be more loyal customers and not only buy them more often, but read them more thoroughly.

So, the simple question to ask yourself before placing an ad in a publication is: do people read this publication?

And if they do, are they the right type of people you're trying to target to?

Is this publication really appealing to the people you want to attract as customers?

## Frequency of distribution

It's very important to take into account how often the publications are distributed and to how many people.

For example, daily newspapers are often put down as quickly as they're picked up. As they say, 'today's news is tomorrow's history'.

If you were running your ads in daily newspapers you'd have to run them for a longer length of time to get a good success rate.

In monthly magazines they tend to hang around longer and people repeatedly flick through them until the next copy is available. This gives that one ad a longer time-frame and therefore more chance of being seen.

Many businesses advertise for a single month to 'see how it goes'. For most publications, this is not long enough to draw any valuable conclusions as awareness builds up over time with people seeing your ad repeatedly.

It's important to have your ad running long enough to give it a chance to work, but not too long to waste money if it's not working...

Often there are reduced costs for running an ad for a longer length of time and there are often introductory offers so it's important to negotiate for discounts or for extra coverage!

## Magazines vs. newspapers

When choosing whether to advertise in a newspaper or a magazine, you have to think about who you are trying to target.

Newspapers are a good way of reaching a large number of people; especially older demographic groups who tend to read the paper more frequently than younger demographic groups (who tend to get their news from television, radio or more likely, the internet.)

You can target your ads to the appropriate markets by requesting that your ads run in the section that most closely relates to your target audience, whether that's sports, lifestyle or business.

With magazines you can advertise to a more niche market. For example if you're a florist you could advertise in womens' magazines and bridal magazines. It's crucial that you think about your target audience before you place any ad.

## How do you measure the ad's success?

So now you have decided where to place your ad, how do you know if it's working?

If you're running an ad it's important that you're able to measure its success. Any advert worth running and putting your time and effort into is worth measuring to see how well it performs.

Nowadays, there are so many ways to track the response of an advert. We've put our heads together and come up with four clever methods you can use to easily measure the success of your print ads:

- **Tracking numbers**

These are separate phone numbers that you add on to your existing phone line so only one phone rings, but people are actually dialling different numbers.

The reports you are able to get will tell you how many calls each ad generated (assuming of course you put a different phone number in each ad).

We recommend using [www.invoco.net](http://www.invoco.net) - speak to Jeremy Strong, he's our call tracking Trusted Supplier.

- **Different Web Addresses**

If you put a different website address on each different ad, then you will be sending your respondents to different URLs.

You'll therefore easily be able to see the stats that tell you which one is bringing in the most profit and which one isn't working.

- **Different Prices**

Even if you only change the price by one or two pence in each ad, you'll be able to see who bought from which one.

- **Different Staff Member Name**

Using a different name for the member of staff you want people to call is perhaps the least sophisticated tracking to put in place, but it is a very simple way to measure which ad is working best.

So, if someone rings and asks for Kevin, you know they saw you in X publication, or if they ring and ask for Maria, you know that they saw you in Y publication.

Don't worry, Kevin and Maria and all the other names do not have to really exist. As long as you've got a person of the appropriate gender answering the phone and who is plugged in to what is happening then it'll be fine.





# Print Ad Do's and Don'ts

## 1. If It Ain't Working, Don't Run It

Now you have put one of these measures in place, you'll be able to track which ads are delivering you a good return on investment, which ones are at least breaking even and which one's not to touch with a bargepole. Ditch the last ones and now you'll know which ads work best.

## 2. Go Where No-One Else Goes

There's a big lie in advertising that goes something like this: "All your competitors are doing it, so you should too..."

Instead your mantra should be to 'take the road less travelled'. Act independently and don't feel pressured to run an ad in a publication just because it's what your competitors are doing – do what's right for you and your business and what gets you the best results.

We've come up with a list of important dos and don'ts when creating your own Print Ads. So make sure you have this list in front of you and stick to it and you'll be creating ads that won't be ignored!

**DO decide whether the main purpose of the ad is to sell or to get a lead before you write it!**

**DON'T forget that the reader is the most important person - ask yourself what will the reader gain?**

**DO write killer headlines that are focused on how the reader can benefit, hook your readers quickly!**

**DON'T forget to include a strong call to action, including how they can contact you to generate leads.**

**DO include your website URL to drive more traffic to your website.**

**DON'T forget to clarify who you are trying to target!**

**DO choose your publication carefully - make sure it's reaching the right audience for you and that you know where, when and how often it's distributed.**

**DON'T underestimate the power of frequency - just one ad will be quickly forgotten, but regular ads will leave a lasting impression.**

**DO make sure your images complement your copy, showing your product or service in action - integrate the brand with the visual.**

**DON'T forget to keep your copy brief and informative; don't overload your reader with meaningless sentences.**

**DO test and track your ads to measure their success.**

**DON'T run them if they're not working!**

## So there you have it!

You now are equipped with all the tools you need to create eye-catching, unforgettable print ads that will accelerate your business's marketing strategy! If you need any help or advice, **contact your Member Success Team on 0121 765 5551** and they'll be happy to help you!

# Notes

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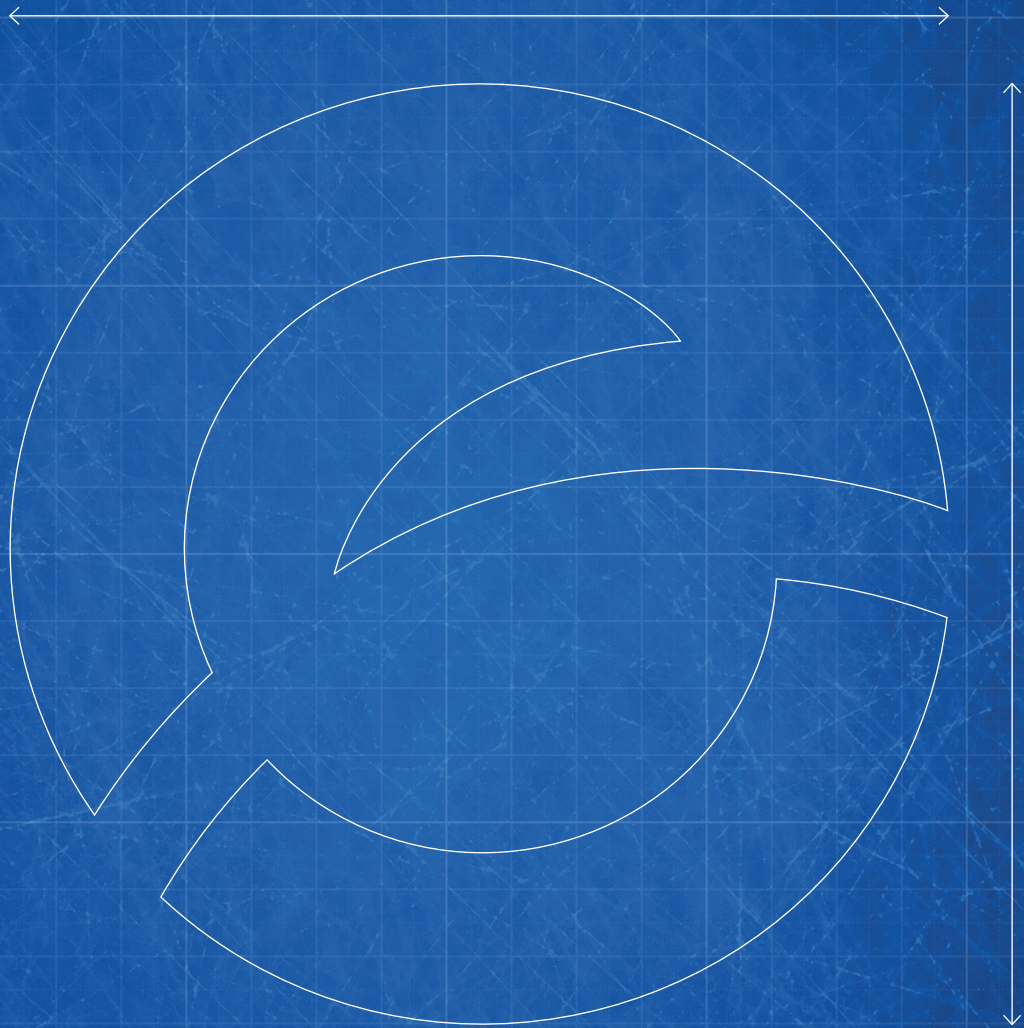
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**Business Success Blueprints**

