



Yellow Page Profit Secrets

By Dave Dee
The Profit Prophet
www.davedee.com

ATTENTION: The following free bonus report is an excerpt from my “Your Marketing Department In A Box” System www.davedee.com/box

A lot of the new, so called marketing “experts” are claiming that yellow pages no longer are effective or all you get are people who are price shopping. This is simply not true.

The problem is not with yellow page advertising; the problem is that everyone’s ads look exactly the same! In any given category all the ads are saying the exact same things and offering the exact same things. And therefore, the prospect price shops because she considers the businesses with that category a commodity. And when people are shopping for something they perceive to be a commodity, they want to get the lowest price.

The yellow pages can work magnificently well, if you have a proper strategy and if your ad doesn’t look like everybody else’s ad.

If you did as I asked you to do and looked through the yellow page ads in your business category you know that all the ads looks the same and they all suck.

You never, ever want to let the yellow page representative tell you how to market yourself. They are not marketing experts. They are salespeople. If they were marketing experts, they’d be marketing their own business and not selling you yellow page advertising.

The following yellow page ads that I’m about to show you, in fact, all of the display ads in this course, are ones that your yellow page representative, your

graphic artist, your Valpak or Money Mailer representatives, your wife and your friends are all going to say, “It’s too ugly, it’s too crowded, the print’s too small, there isn’t enough white space and it’s not good for your image.”

They are all dead wrong.

I’m going to reveal some real insider direct marketing rules that go against conventional wisdom before we discuss the yellow page ads.

Now, it’s very difficult to use the word “rules” when it comes to marketing, because quite frankly there really aren’t any rules. But there are principles that, if you follow them, are going to get much better results than if you don’t.

The first rule is this: The more you tell, the more you sell. You want to have lots of copy. You want to have lots of information in your ad.

The Madison Avenue types try and create an ad with a lot of “white space” to make it look pretty. This is absolutely insane. It’s absolutely stupid, and it absolutely does not work.

You’re paying for the space, whether it’s on a coupon, a Money Mailer, newspaper ad or in the yellow pages, you want to use that space to sell!

White space does not sell. The copy, what you write, sells.

One of the key phrases in marketing is, and you’ve got to remember this, is “the more you tell, the more you sell.” The more exciting information you can give to your potential client about your services, the more excited they will be about taking advantage of your services.

When your copy hits the core emotions of your prospect, they’re going to read every single little bit of your advertisement.

You do not – let me repeat – do not want to have pretty-looking ads that don’t get results.

Let me tell you something: Image is nothing, unless you’ve got people actually hiring you. Having an ad that promotes your image won’t put food on the table for your family. Using direct response marketing will give you and your family a banquet every night.

In some of the examples we're going to go over, you're going to say, "Oh my goodness the printing is too small are so small! There's too much copy! Who's going to read that?"

Please burn this into your brain: People will read every single word, if they are interested in what you're telling them. If someone is not going to read what you've written, and it hits their core emotions, they are not a real prospect!

Someone who's going to the yellow pages to look for a particular service is obviously interested in hiring someone, right?

So if they're interested in the message you present them, they'll gobble up everything that you write. But remember, your copy must be compelling.

You see, it's not the length of the copy. It's not whether the copy is too long or too short. It's not whether the printing is too small. It's a matter of being boring.

The number one marketing sin is being boring. If you're boring, if you're only talking about yourself, if you're only talking about the features of your business and the different services you offer, then you're boring.

You need to write with emotion and talk about the benefits of your service. People will read every single word of that.

Again, your ad rep is going to try and convince you that my type of ad is not going to work because it doesn't look like all the other ads.

And that's the whole point! You do NOT want your ad to look like all the other ads. You want your ad to stand up and jump up, to grab your prospect by the throat and draw him in.

Here's a good rule of thumb. You know your advertising's on track when your yellow page representative tells you that what you're doing isn't going to work.

The second rule is NEVER send out any marketing piece that does not have a compelling headline. Everything that you put together, including your business card, yellow page ad, Valpak advertising, newspaper ads, MUST have a compelling headline.

The third rule is, there also has to be a call to action. "Call this free recorded message." "Call for this free report." "Call to make an appointment." "Call for a

free consultation.” There has to be a *definite* call to action. Think of it as instructions; if you don’t tell your prospects what you want them to do, most of them won’t do anything.

Testimonials, as we already discussed, are also very important to include in your ads whenever possible.

Finally, you want to **make specific offer** or offers in your ads. I’ll discuss “offers” as we analyze each ad.

Now, let’s look at the ads that we’ve created for the yellow pages, and keep in mind that you can use these in newspapers, advertisements, Money Mailers and Valpaks, as well.

Remember that all of these ads are copyright-free, so you can use this as-is. Just change your name, put your phone number, and fill in specific details for your service.

Yellow Page Ad #1

This is an ideal template for your ad. The template is perfect for anything that you’re going to do. If you can afford it and you have a lot of space to work with, this is the ad that you should go with. Let’s examine it very closely. This particular ad is for a DJ but the elements of this ad apply to *every* service business.

1. We start with the classic how-to headline. Our sample completed ad reads “How to Create a Party or Event You and Your Guests...”
2. The photo is important, it conveys personality and the service business is a personality business. You do not have to look like Tom Cruise or Penelope Cruz for this to be effective either!
3. To the right of your picture is the personal guarantee you’re going to offer. You’re going to be one of the only businesses in your market who offers a complete, money-back guarantee. If you do a good job, no one is going to take you up on your guarantee but when a prospect is hiring you, it gives him some confidence, because you are taking on all of the risk. It’s called risk-reversal. You are putting your money where your mouth and where your services are, so to speak.

So let’s read over this guarantee. It says, “If all you want is the cheapest DJ,

please call someone else. My mobile entertainment services will make your event unforgettable, fun, and amazingly successful. I will help you create the best event ever, or I will refund your money, guaranteed.”

Basically, this copy conveys that you are a quality service provider, you’re going to guarantee your work and although you’re not the cheapest, you are the best.

This little bit of copy accomplishes a number of things. First, it states your guarantee, which probably none of your competitors are offering or are articulating as well. And second if you’re TELLING people that if they are looking for the cheapest, you’re not the guy for them therefore eliminating “price-shoppers.”

4. The spot with the X is where you will sign your name which emphasizes your personal guarantee.
5. “7 outstanding reasons to choose Dave Dee.” This is where you put the 7 most compelling benefits as to why someone should hire you.

Remember all of that work we did at the beginning of this course? I asked you to list all of the benefits, what you do better than anyone else? Well, this is where all of this is going to come in.

6. And then you have a call to action. In this case we are asking prospects to call us directly.

Yellow Page Ad #2

This is a newspaper *article* “warning” type of ad. The Yellow Pages and other advertising reps may fight you on this one a little bit, but it’s absolutely legal to do. They may require you to put “Paid advertising,” or your company name at the top. If they do, fine. It doesn’t make any difference and doesn’t suppress response. This ad is so powerful because it looks like it was placed by the yellow pages as a public service announcement.

1. Notice is the border. It has been proven that a nice, big, choppy border like this get a good response, because it draws your attention to the ad.

2. The headline, “ Warning: Do NOT Call Any <your service> Until You Read This.” People are used to being told to DO something in advertising (“buy this”, etc), so being told NOT to do something is unexpected.
3. It’s very important to notice that even though it IS an ad, there is information in it that a potential client really does need to look out for. It DOES give them some valuable information. We all know there are those in business who don’t know what they’re doing. You want your potential clients to know that, too. You also want them to know that you DO know what you are doing and that they will not have any of those problems with you. You will probably need to change the copy of that paragraph a bit to reflect the poor quality of others in your industry, but the basic structure should remain the same.
4. The next paragraph asks questions that you know the answer will be “Yes”. “Do you want to make sure that your <your service> is done right? That it goes off without a hitch?” or other questions along that line. Who is going to say “No” to questions like that?
5. Because the answer is “Yes”, you continue on with “If so, then you need to contact a professional...” (Notice that you aren’t telling them to hire YOU, just that they need to hire a professional.) “... and guarantees his work. The guarantee is important. Then, you give the reason why the guarantee is important. This strengthens the guarantee and your positioning even more. Then, you give them the bad news, that there are very few service providers in the area who will guarantee their work.
6. Your call to action. One of the key lines that I want you to start using in all of your marketing materials is “Call for a free consultation.” This sounds better than saying, “Call now, because time’s running out,” or “Call now because I’m the busiest guy in town,” etc. “Call for a free consultation” gives what you do an air of dignity and positions you differently than everyone else in your market.

This is a very, very powerful type of ad that produces a huge response

Yellow Pages Ad #3

This covert ad looks like a public service announcement advertisement and it is very effective. The whole purpose of this ad is to get qualified prospects to call a recorded message and request more information. I’ll be talking a lot more about

free recorded message hotlines a little later on. Also note that the prospect has an option of calling you directly. Having both of these options allows you to attract people who might be ready to buy now as well as people who will be ready to buy in the future.

Again, this ad is basically a fill in the blank without much explanation necessary.

So there you have yellow page ads that you can use right away and get tremendous results from. Again, don't just pigeonhole these examples into the yellow pages. You can use these as newspaper ads, convert it to a Valpak or Money Mailer ads, or even postcards.

You'll be saying... "We just had the best party ever!"

"How To Create A Party Or Event You And Your Guests Will Remember Forever!"

Free Recorded Message Hotlines

-OR-

Go to
www.worldclassdj.com
for instant access to this
FREE information!

**"How To Choose A DJ
For Your Party"**
1-800-XXX-XXXX ext. 1

**"How To Make Your
Wedding Memorable
Successful & Fun"**
1-800-XXX-XXXX ext. 2

**"How To Create The
Ultimate Bar/Bat
Mitzvah"**
1-800-XXX-XXXX ext. 3

**"How To Make Your
Company Parties &
Picnics Unforgettable &
Hassle Free"**
1-800-XXX-XXXX ext. 4

**The Secret To Making
Your Prom Amazingly
Successful**
1-800-XXX-XXXX ext. 5

Your
picture goes
here

Dave Dee
World Class DJ

My Personal Guarantee To You...

*If all you want is the cheapest
DJ, please call someone else.
My mobile entertainment
services will make your event
unforgettable, fun, and
amazingly successful. I will
help you create the best event
ever, or I will refund your
money –
Guaranteed.*

Your signature _____

7 Outstanding Reasons To Choose DJ Dave Dee...

1. 15 years of amazing results
2. Biggest and best music selection
(Music for everyone!)
3. Exclusive money back guarantee
4. Customized programs
5. Reasonable prices
6. Huge choice of options (Light show,
fog & bubble machines, karaoke,
and more!)
7. He will make your event a hassle
free success –guaranteed!

Call (XXX) XXX-XXX
World Class DJ, Inc.
335 Sable Ct., Alpharetta, GA 30004

WARNING: Do NOT Call Any <your service> Until You Read This

Did you know that all <your title>s are not the same?

Yes, it's true. There are people who go out and buy some equipment and call themselves "<your title>s". This is like someone buying a stethoscope and calling himself a doctor!

Do you want to make sure that your <your service> is done right? That it comes off without a hitch?

If so, you should call a <your title> who is a full-time <your business> and guarantees his work.

Why? The answer is simple: You can relax and rest assured

that your <your title> will do what it takes.

That's the good news. The bad news is that there are very few <your title>s who will guarantee their work and there is only one here in <your city>.

So, if you want to make <your service> successful, you should call (XXX) XXX-XXXX and speak with <your name> who is the only full-time professional <your title> who guarantees you will be thrilled with his service.

Call right now for a free consultation. (XXX) XXX-XXXX. There's no obligation. Call now.

“How To Choose A <your title>”

You are reading this because you are looking to select a <your title> by aren't sure which one will do the best job. As a free service to the readers of the Yellow Pages, you can call a new Free Recorded Message that explains:

How to choose a <your title> who will <your service>, the 5 things to ask any <your title> before you hire him, the one thing you can do to guarantee your <your service> is done right, and much more.

You can discover this important information from the comfort of your own home by calling **1-800-XXX-XXXX ext. 1**, 24 hours a day, 7 days a week for a free recorded message. You have nothing to lose and a great <your service> to gain by calling. Or, if you would like to speak to a full-time <your title> for a free telephone consultation, call (XXX)XXX-XXXX Monday-Friday 9AM to 5PM.