



Double Your Business In The Next Five Years

I am willing to bet you won't find ONE SINGLE AD in your yellow pages under "Screen Printing" or "Embroidery" or even "Advertising Specialty" that is following this proven technique to increase yellow page ad results. If you find one after reading this email, photocopy it and fax it to me with your name address and contact info, I'll send you a FREE GIFT. Our fax # is at the end of this email....

First of all, should you even be in the yellow pages at all? Do you even know how your customers buy your product and services?

Not everyone needs to be in the yellow pages and it can often be more headache than help. For example when we had an ad under embossing we would constantly get calls to emboss initials in one photo album or a leather bound book or six wallets for a wedding party. 95% of the calls were headaches and 5% were legitimate profitable business calls for us.

We dropped the ad and starting spending the money on marketing that produced significantly better results! If your situation is similar then drop your ad and use the money for other purposes that are much more effective. Ideas can be found in previous newsletters.

Don't misunderstand, for some businesses it may be absolutely essential, tire stores, tow trucks, garages, flowers, plumbers, and pizza joints all need them.

Give some thought to this and determine if people will actually pull out the yellow pages if they are looking for your service? In the case of screen printers, embroidery houses and specialty advertising word of mouth is powerful but getting new prospects is also feasible through your local yellow pages! But only if your ad works to catch the right type of business. Leave the headaches calls for your competitors.

It is estimated that about 60% of people who use the yellow pages have no company in mind when they turn the pages. If you want to get results you need to get your ad to work or you will loose to your competition.

A Readers Digest survey found out that people are 5 times more likely to read an

editorial ad than an ad clearly selling goods or services. Many businesses have got a 1000% increase in response by changing their ad to an editorial version from a graphic version. That's not a typo I said One Thousand Percent increase in response.

For example. We created an ad on our homepage <http://www.permaboss.com> The challenge was to convert the viewer into taking an action. Our response has increased dramatically because they no longer have to look for the contact page but more importantly they are offered something for FREE, and this is the key.

What is going to stop the reader at your ad?

If you look in your yellow pages its virtually all the same anyway! If you use an editorial style ad you will improve your results just by being different to the eye.

What is an editorial ad? Look at your newspaper, that's a perfect example. Headline then copy. Attention getting headlines all over the place then the body of the story. The first paragraph usually gives you the full idea and captures your attention to read more or stop. You need to create the same in your ad.

For example, lets say you're a screen printer or embroiderer. Change your ad from a list of what you offer to a small box with this headline "Improve Your Tradeshow Results By 38%% Using Printed Apparel" FREE REPORT, and you create a situation that calls the reader to take action. Your results will be remarkable.

A FREE REPORT you ask, what will that do for me?

Well first of all it stops the reader from looking further. Two, it makes them take a positive step towards you out of all the other ads. Three, it establishes yourself as an authority in that field.

If the first one doesn't apply to you then think of others like. "Eleven Ways To Grow Your Business Outrageously Using Unique Promotional Items" or "Not All Printed Shirts Are Equal, Don't Ruin Your Image With Inferior Quality" Free Report tells you what questions to ask your supplier"

I just made these up so I am sure that you, having more printing and embroidery experience than I can think of better ones. Fax or email them over and we will critique them before you use them in the yellow pages!

yellowpages@permaboss.com

LEVEL TWO- How To Get MASSIVE Response From Your Ads!

You can use a Toll Free Number with a recorded message to increase the

response even more because the reader can get the Free Information on the phone without the threat of having to be sold. Now let the report do the work for you. Fax it out, email it out or mail the darn thing but at least you will have a lead, a name and a number of a person who is in the market to spend some \$\$\$\$\$\$\$\$\$\$\$\$\$\$.

Imagine if you were looking for tires and there was an ad that said. "Three Questions You Need Ask Before You Buy Tires That Could Save Your Life and Loved Ones! Call for a FREE REPORT!

Honestly, if you know a little bit about tires your probably thinking how EXTREMELY important they are in regards to the performance of your car, Heck why not get the report just to make sure I don't get duped by a sly tire dealer, what have I got to loose its FREE!

The same goes for your business. Create a startling headline, write a FREE REPORT and offer it. The information you know about your industry, your experience, can help your clients have more success in their businesses so why not offer it for FREE and become an authority in your field. They will thank you by giving their business to you.

If you need an industry specific example feel free to check out the one we use. Go to www.permaboss.com nd wait for it to pop up or go directly to the page itself <http://www.permaboss.com/popup/popup.htm> and see how we capture website leads and convert them into callers!

Have a great month,

Rob

PS. Remember by bet! I am willing to bet you won't find ONE SINGLE AD in your yellow pages under "Screen Printing" or "Embroidery" or even "Advertising Specialty" that is offering you a FREE REPORT of any kind! Can you see the opportunity!

PPS. Oh, by the way, NEVER let the yellow pages rep do your ad they have no idea at all what will pull in good quality leads and will just try to make your ad big and cost more, trust me, the Canadian Yellow pages were just sold for 3 BILLION DOLLARS last week!

Did you enjoy this issue? If so I would really appreciate if you would pass this along to your friends and acquaintances.

You are also welcome to post this issue to your website on the condition that the contact info and information stays in tact as it is.

We respect your privacy and your wishes. This list will never be sold or rented to

third parties. If you no longer wish to receive The Embossible Times, please send a blank email to unsubscribe@permaboss.com

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