

12 Tips to Generate More \$\$\$

Tips to take your advertising to the next level

Tip 01 Use the AIDA Principle.

If you want customers to see your ad and register, your advertising has to align with this principle.

A: Attention
I: Interest
D: Desire
A: Action

Tip 02 Remember the 3-30-3 Rule.

- Three seconds to grab their ATTENTION
- 30 seconds to answer What's In It For Me
- 3 minutes to deepen DESIRE and get them to ACT.

Tip 03 Develop Your Image in Your Advertising.

Are you?

- | | | |
|-------------|-----------------|----------------------|
| • Fun | • Innovative | • Product Leader |
| • Friendly | • Comprehensive | • Product Specialist |
| • Efficient | • Low Cost | • Market Specialist |

Tip 04 Incorporate Your Four No Cost Image Makers In Every Advertisement.

- | | |
|----------------|---------------------|
| • Logo | • Your Program Name |
| • Slogan - USP | • Testimonials |

Tip 05 Remember these Principles of Design.

- | | |
|---|---|
| • Keep it simple | • Use a logo and slogan - a USP |
| • Select a graphic that tells a story or that creates a specific response from the reader | • Avoid trite images and generic graphics |
| • Use one main graphic focal point | • Fill the visual field |
| • Use teaser copy | • Choose appropriate stock |

Tip 06 Use color wisely.

- Color is an important communicator of image.
- Colored printing is worth the cost.
- Use screens and overlays absent if color is cost prohibitive.
- Use dark text.
- Use high contrast.

Tip 07 Share the benefits.

- What they get
- What they will learn
- What they will be able to do new, different, better
- What's actionable
- What will change their life
- What's new. Everybody likes new!

Tip 08 Use benefits language.

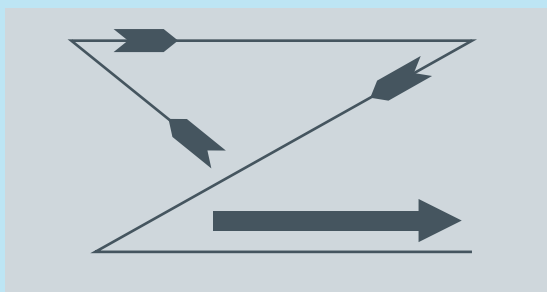
- Be Bold.
- Focus on what's in it for the customer!
- Create as many benefits as possible and then create some more!
- Restate the most benefits important over again.

Tip 09 Live by the ten rules for readability.

- Use color for emphasis, not for copy.
- Too much bold or italic type can slow readers down.
- ALL CAPITAL LETTERS LOOK LIKE RECTANGLES.
- Reverse print is hard to read.
- Don't mix type styles.
- Don't mix type styles.
- Use Serif type for narrative copy.
- Use a minimum of 10 point type for narrative copy.
- Use leading that is one point larger than the type size.
- Keep column widths between 22 and 66 characters.

Tip 10 Work with how people read.

Eye-flow



Tip 11 Use high resolution photographs.

- High contrast/black and white
- Use a .5 border to make them stand out
- Always use captions
- High quality/action-oriented
- Close-ups
- Make the photo tell a story

Tip 12 Testimonials Sell.

- High contrast/black and white
- Use names. Use titles and company if appropriate.
-Exception: Where clients must remain anonymous
- The more benefit related, the better
- The more testimonials, the better



“Love this publication!”

Joy Bradley
Saint Mary's School