



## Newspaper Ads

Newspaper Ads are powerful and effective tools that should be used to help you in prospecting efforts. In order to effectively market yourself, it is important to keep yourself in front of a consistent flow of prospects who are interested in talking with you or attending one of your events.

There are many do's and don'ts that go along with writing successful newspaper advertising. In this article we are going to give you a highlight overview of some newspaper advertising concepts we feel are important. But at the end of the day, we pose a question worth considering: Why reinvent the wheel? We here at BCA have literally decades of years worth of experience writing successful and effective Newspaper Ad's, thus when you join our organization, your BDA can work with you individually to help guide you into developing a successful newspaper advertising campaign.

### Newspaper Ad Tips

- The Headline should be powerful, and one that will grab the reader's eye. It should use short phrases with action words related to your promotion.
- A concise presentation of your sale or marketing message. Make sure the message you are trying to communicate is short, straightforward and powerful.
- Use black and white space effectively. Newspapers are mostly words and crowded advertising space, thus often larger areas of black or white can attract the reader's eye.
- Give your logo and contact info the best placement possible. For most newspaper ads, that means the bottom right corner. People read from left to right and top to bottom, so placing your logo in the lower right will ensure that it is the last thing the reader sees as he scans your ad. Remember to include phone numbers and a web address along with your logo.
- Color - Is it worth it – Yes. Estimates can vary, but color usually can improve the response ratio to your ad as much as about 38% over a black and white ad and it can be just that extra splash of color that helps to draw the reader's attention.
- Emotions - The features of the product may attract the consumer but the benefits will sell it. Never run an ad with features only. Every feature must have a valuable benefit for the customer and it must contain emotion. Emotion can makes us "*FEEL*" improved in



- some way.
- By now you should have an eye-catching newspaper ad but you are not done - yet. You will need to add a finishing touch. You also want to inform the readers of the actions they need to take in order to fulfill their desire for more information, which is for your product or services. This "Call to Action" could be a phone call, a purchase or other instructions
- (e.g. how to complete a free offer). Just try to be specific so as not to confuse the readers.
- Lastly, writing a newspaper ad is one thing and the testing of the ad for effectiveness is another. No matter how good you get in writing a newspaper ad you will also need to test your ads to make sure they grab the reader's attention. Find a way to measure your return on investment.

To Your Success,  
Brokers Choice of America

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