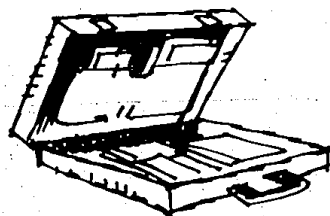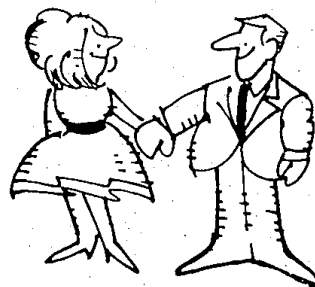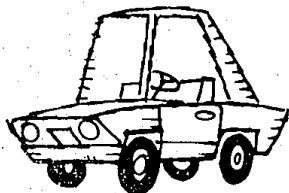# WRITE IT AND REAP!

1. Give the reader specific information. Pretend you are someone reading the classifieds. What would you like to know about the item, service or job you are advertising? Be sure to add details such as color, size, condition, brand name, age, features and benefits. Be accurate! Don't embellish your ad with misleading information. Stick to the facts and reap the rewards!
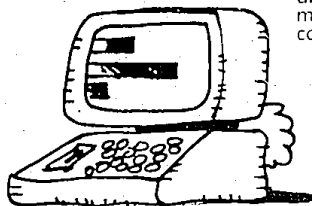
2. Include the price. Don't waste your time or a potential buyer's time. If you advertise the price of the item or service you offer, the people who respond to your ad will be those who are genuinely interested. Surveys show that readers are more interested in those items and services they know are within their price range.

3. Avoid abbreviations. Don't make a potential customer work too hard! Although you may be tempted to cut down on the cost of your ad by using abbreviations, surveys indicate that many people don't understand such abbreviations as EIK (eat-in kitchen) or WSW (white side wall) tires and won't take the time to figure them out. A confused reader is a disinterested reader. Get the most for your money and use complete words.

4. Include phone number and specify hours. Be sure to let potential customers know when and where to call. Surveys show that even if a person is very interested in your item or service, he or she will not call back after the first attempt. Stay near the phone during the hours you indicate you will be available. Don't risk missing a sale!

5. Run on consecutive days. Your ad will not get results if people don't see it! Therefore, it is important to set up a consistent and consecutive ad schedule with your telephone salesperson or outside sales representative.

NAME_____ PHONE____

ADDRESS_____

MESSAGE_____

_____

_____

_____

Use this form to write your classified advertisement before you call...or fill it in and mail to:
The Observer & Eccentric
Newspapers
36251 Schoolcraft
P.O. Box 2428
Livonia, MI 48151-0428

644-1070
Oakland County

591-0900
Wayne County

852-3222
Rochester/Rochester Hills

Observer & Eccentric
classified
ads