

ADS THAT TELL ARE ADS THAT SELL.

Think of a kitten. Now think of a cute, cuddly, playful kitten that's just the perfect pet for your children. Which image is more inviting? Which copy would convince you to call about the kitten?

Ads that tell are ads that sell. Whether you're selling kittens or cars, camping gear or guitars, if your ad says more, it'll sell more. And writing a classified ad that gets results is easy when you follow the simple guidelines below.



Details do the work:

Include specific information about the item or service that you're offering. Put yourself in the shoes of a potential purchaser and provide that person with all of the information that you could desire when shopping for something. Describe the item in detail, including color, size, age, condition. Point out any other attributes that would be of interest to people reading your ad. Avoid exaggerations and stick simply to the facts. Honesty is always the best policy.

How and when are winners:

Make it easy for people to contact you about your classified ad by including your phone number and the hours that you're available to answer calls. Then commit those hours to taking calls remembering that, realistically, even the most persistent purchaser is frustrated by an unanswered phone. Don't risk missing the sale!

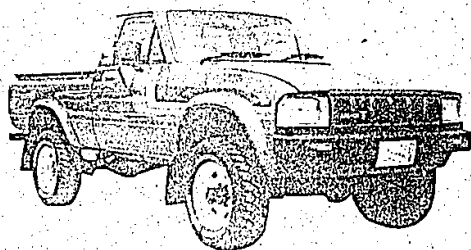
Price improves performance:

Always include the price of the item in the ad. Readers associate the value of an item with its price; by stating upfront what you're asking, you help shoppers make buying decisions. Surveys show that readers are more apt to call for more information when the price is included in the ad.

Consistency is the key: If you run the ad only once, you may miss the buyer most in need of what you have to offer. New readers refer to the classified columns every day, and a consistent ad program will provide better returns on your advertising message.

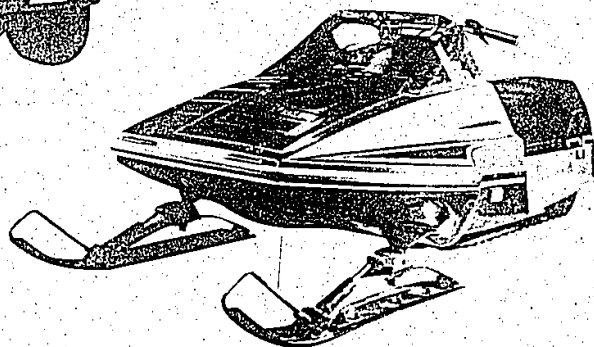
We're here to help:

Call us today for more information on how you can put an ad to work for you. We're here to help you create ads that will turn clutter into cash—quickly! We'll help you tell it so you're sure to sell it!



Imagine this:

And the reader is wondering how he or she might use the gun. You'll drop records much more quickly than an unasked-for question. "What's in it for me?" It won't be along a truck, for example, put the reader in the driver's seat by including the ad, advantages—such as good gas mileage or handling capabilities—correct for the particular make or model you have for sale.



Avoid abbreviations:

Confusing is not amusing! Don't turn off potential buyers by abbreviating the item's attributes. Although you may feel you're saving money by cutting down on the number of characters in the ad, you ad will only be economical if it gets results. Most readers will not take the time to decipher confusing ad copy and will move on to other ads that offer more complete information. Remember, it's worth telling about it's definitely worth spelling it out!

**Observer & Eccentric
classified
ads**

Wayne County: 591-0900 Oakland County: 644-1070

Rochester/Rochester Hills: 852-3222

Or FAX your ad: 953-2232