

# Making Your

Observer & Eccentric

# Classified Ad Work Is As Easy As...



## 1 Include The Price...

Advertising price in an ad promises greater response. Research shows that 48% of the people will not respond to an ad unless the price is advertised. That's almost half of your prospective buyers eliminated. If your price is negotiable say so in your ad.



## 2 Don't Use Abbreviations...

Another way to kill results or turn off prospective buyers is to use abbreviations. WSW, PS, CBS, PB, AC, AT, WW may be clear to you, but maybe not to your buyers and most will not take the time to figure them out. One survey showed that 42% of readers didn't know what "WSW" tire meant.



## 3 Give Enough Information...

People today want all the information they can get before they buy. People want to know all the benefits of what they purchase. Not listing all you can in your ad will cause it to run longer with fewer results. Use brand names for extra pulling power.



## 4 Stay Near Your Phone...

If you're home all the time, including just a phone number in your ad is enough. If you work or can't be home, specify what hours you can be reached. Some people will never call back if they can't reach you the first time.

The  
Observer & Eccentric  
**Classified Ads**



VISA

DIAL CLASSIFIED DIRECT: 591-0900 - WAYNE COUNTY...644-1070 - OAKLAND COUNTY...852-3222 - ROCHESTER AVON TWP.

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