

724 Business & Office Equipment
750 Miscellaneous For Sale
754 Wanted To Buy
786 Horses & Equipment
802 Boat/Motors
812 Camper/Motor Homes/Trailers
822 Trucks For Sale

788 Household Pets-Other
790 Pet Services
792 Computers
746 Hospital Equipment
747 Jewelry
748 Lawn Gardia & Snow Equipment
780 Animal Services
782 Birds/Fish
793 Lost & Found
804 Boat Dock/Ramp
805 Boat/Vehicle Storage
807 Motorcycle/Mopeds/Gas
814 Construction/Heavy Equipment
816 Auto/Truck Parts & Service
819 Auto Wanted
820 Junk Cars Wanted

822 Trucks For Sale
824 Mini-Vans
826 Vans
FAIRLAIN
HINES PARK
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WRITE IT AND REAP!

Writing a classified ad that gets results—whether it be for real estate, employment, the personals, transportation, or merchandise—is easy if you follow the guidelines below.



- 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 walk 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.

Observer & Eccentric CLASSIFIED ADVERTISING

644-1070 OAKLAND COUNTY 591-0900 WAYNE COUNTY 852-3222 ROCHESTER-ROCHESTER HILLS