



# **YELLOW PAGES: THE MOST COMPETITIVE FORM OF ADVERTISING ON THE PLANET**

---

## **WHY YELLOW PAGES ADVERTISING IS ABSOLUTELY AND COMPLETELY UNLIKE *EVERY* OTHER FORM OF ADVERTISING**

---

Yellow Pages is different than almost every other form of advertising you'll use. Why? Because it's virtually the *only* time and place that your prospects are actively looking for what you have to offer! Plus, it's the only place that *all* your competition is lining up, shouting, flirting and promising everything to get your prospects to call *them*!

That's why I call it the "singles dance" of marketing. You're directly competing with everyone in the same place at the same time. You've got one chance to shine. Lose this chance – and you'll be going home alone.

It's as if every single business you compete with was on the same street – and consumers had to stroll down that street until they found the business they wanted to deal with.

How do you compete in a high-pressure environment like that? Easy! Why? Because you'll be one of the few (or only) entrepreneurs that knows how to market! I've traveled in at least 50 cities in this country – and studied the Yellow Pages in all of them. The quality of advertising is universally BAD.

That's why we've been able to quadruple the results of many Market Domination Network members.



---

## HOW TO BE THE “CHARLES ATLAS” IN A YELLOW “BOOKFULL” OF COWERING 90-POUND WEAKLINGS WHO *NEVER* ATTRACT ATTENTION FROM HOT PROSPECTS

---

Research proves that up to 96% of the people who look in the Yellow Pages in your section *want* the services you provide but are *not* looking or committed to any one advertiser in particular. It's a level playing field that you can tilt in your direction because you know the “tricks.”

Let's face it, you've looked in the Yellow Pages before and you know how it works. You thumb through the pages. Every ad gets about half a second review, an ad or two catches your eye, you weigh out your decision unconsciously and emotionally – and the next thing you know, you're on the phone with the merchant.

Now, we *know* the psychology of why people make buying decisions, so why schlep around with anything less? Why make the **most common mistakes other business owners make with their Yellow Pages ads:**

- Using an ad to “get your name out there”
- Using an ad because “you've got to advertise in the Yellow pages” (even if you aren't making money)
- Not ruthlessly monitoring and testing your response – and not testing minor modifications every year or in different versions of the Yellow Pages
- Not using an ad for its one and only purpose: TO SELL!
- Ignoring the SCIENCE of advertising psychology
- Letting Yellow Pages Reps design your ad

You have an “unfair advantage – so use it! Beating the snot out of your competition is easy because almost none of them know what they're doing! As you



become more and more a “student” of marketing, which will become evident every time you open the Yellow Pages.

---

## **21 “INSIDER” POWER TIPS FOR GRABBING YOUR PROSPECTS BY THE EYEBALLS AND PRACTICALLY FORCING THEM TO PICK UP THE PHONE NOW TO CALL YOU!**

---

1. Use attention-getting headlines. Not logos, business names or dumb, boring or clever slogans! People make their decisions based on emotions. Appeal to their emotions first! They are asking, “What’s in it for me?” Answer their question for them. For “recognition” or “branding,” put your logo at one of the bottom corners.
2. Use benefit-laden bullet points. Answer their question, “What’s in it for me?” You’ve only got a couple seconds to do that so make them easy to read.
3. Use what marketers call “Pre-emptive Advertising.” Don’t take for granted what may be important to your prospects. Instant FREE phone quotes may be as old as the hills but your prospects don’t necessarily know that. Every business may have the “latest computer technology to give you instant quotes,” but your prospect doesn’t know that.
4. Use a photo. Either use yours, your team – or the picture of an attractive “team member.” People like to do business with people – and the human eye is automatically drawn to a photo. Don’t use a drawing if you can use a photo.
5. Put a compelling caption under the photo that describes a powerful benefit.
6. Be graphically interesting but not graphically driven. Here’s another good reason *not* to use a Yellow Pages Rep to design your ad! They *don’t* understand that the proper – and only – role of graphics is to support the copy (and let copy do its job without interference!).
7. Use a FREE offer. Try an offer with a “coupon” border.
8. Use “Power Words.”



9. Offer FREE reports to position yourself as an expert.
10. Bill yourself, ethically, as an “expert” in your field.
11. Use credit card logos if you accept them.
12. Don’t build your ad around your logo. Build it around BENEFITS TO THE PROSPECT.
13. Don’t scrimp on size! If you’re not going to do it right (as big as you can afford), don’t do it at all! Size matters. That is proven with numerous independent tests. Everything else being equal, cost per lead diminishes as size increases...but think about this: If you were losing money before – or you don’t *know* what your return was because you weren’t measuring – Yellow Pages is an expensive place to “test.” You’re committed for a full year.
14. Fight for LOCATION. Get up front. Negotiate. Location matters.
15. Negotiate price. Yes, Yellow Pages reps don’t want to walk away from your money!
16. Target your audience. Who are your prospects? Other small business? Professionals? Families? Too many ads try to jam in a message for everyone – even though only a small segment of the market finds them in the Yellow Pages. Too many ads lose calls because they don’t have any focus. They don’t reach out and shout to the prospect, “I care about YOU!” Call out to your ideal prospect in your headline or pre-head.
17. Oversize your phone number.
18. Try to get a “vanity number”: 1-800-BUSINESS. 1-800-WINDOWS. 1-800-SAVELOTS.
19. Use testimonials from your best customers! “Our friends say it best...” Don’t use wishy-washy testimonials. Use bold ones.
20. Offer a bold and ethical GUARANTEE.



21. Use meaningful specifics, not vague generalities. "We Can SAVE You up to 37% on Window Replacement!"

---

### **THE WORST PERSON TO DO YOUR YELLOW PAGES AD IS...**

---

...the Yellow Pages Rep! Why? Because they're ad reps. They *sell* ads. They're not marketing experts. (Ask them if they'd be willing to get paid on a percentage of the leads they get from your ad! No way!)

Either design it yourself or use one of the few yellow page designers endorsed by The Market Domination Network (check The Rolodex for names).

---

### **THE MORAL...**

---

Yes, you CAN make money in the Yellow Pages! Yes it is a competitive field. Yes it can be expensive. Yes you are lining up right next to your competition. BUT... Yellow Pages are also your opportunity to stand above your competition in a side-by-side comparison and squash them! You just need to be smart about your ad. Apply the principles outlined in this report and you'll be well on your way to a successful Yellow Pages campaign.