

## Marketing Strategy 35: How To Successfully Advertise In The Newspaper

In today's lesson, I'm going to talk to you about one of the oldest methods of advertising.

The Newspaper.

The first thing you need to know about newspaper advertising is that it is one of the hardest mediums to use successfully.

This method is not for everyone. It won't be your most effective marketing strategy. The reason I'm mentioning it is just so you have another option to get clients.

Here's how it works...

The key to a successful newspaper advertisement is camouflage. People hate being sold, especially in the newspaper. Camouflage is simply disguising your ad as a newspaper story.

That means you need to lay it out like a newspaper article. You should have a newspaper style headline and the text should sound like it is written by a reporter.

The ad should also offer news or an interesting story. For example, don't write "Get Your Carpets Cleaned." Instead write a story about "Why Your Carpets Are Making You Sick - And What To Do About It."

The final point to keep in mind with newspapers is that you shouldn't 'sell' anything. Instead, offer a free report, or free recorded message or a free Carpet Cleaning Inspection. But, whatever you do... don't try to sell anything!

Certainly, bigger ads yield a much better result than smaller ads and even though they are more expensive, they generally are worth it. You'll get more new clients who will give you more referrals.

### **TODAY'S TASKS: Prepare To Do Newspaper Advertising**

1. Write newsworthy headlines to catch people's attention.
2. Tell an interesting story or offer valuable information.

3. Decide what you will give readers for FREE.
4. Choose the size of your advertisement... remembering bigger ads yields more clients.
5. Now you're ready... pick your publication and place the ad. It's always better to advertise in local newspapers.

