



PRACTICE
MASTERY
INSTITUTE

POWER STRATEGIES

Essential Marketing Strategies
for Extraordinary Practice Success



YOUR MARKETING ALCHEMY **YELLOW PAGES** MANUAL

COPYRIGHT

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior written permission of the publisher. No part of this publication may be used in any form of advertising, sales promotion or publicity.

What can be said but not practiced...
is better not said.

What can be practiced but not spoken of...
is better not done.

[So] ultimately [you] will be able to speak without
trouble and act without disgrace.

– *Thomas Cleary*

Keep it with faith.

Practice it with keenness.

Perfect it with faithfulness...

then, though the task be great, you shall surely succeed.

— *Thomas Cleary*

POWER STRATEGIES



Essential Marketing Strategies
for Extraordinary Practice Success

POWER STRATEGIES



YELLOW PAGES

POWER STRATEGIES: YELLOW PAGES

For most practices the Yellow Pages occupies the most significant portion of the marketing budget. This is both a positive and a negative.

The positive is that if the Yellow Pages attract a good number of calls from people interested in the products and services you provide they have, in most instances, already made a purchasing decision and therefore are pre-qualified. If applied correctly, a Yellow Pages ad can be a wise and valuable investment.

Now the negative... the reality is that most people have ineffective Yellow Pages advertising and are underperforming as a result. Worse still, with Yellow Pages advertising, once you have placed the ad, that advertisement will run for the whole year... whether it works or not.

Even before we go into the specifics of Yellow Pages advertising, in future, I suggest that you test your Yellow Pages ad in different advertising mediums before you place it within the Yellow Pages.

The ad should succeed in each of these areas prior to it being placed as a Yellow Pages advertisement.

- First, take your Yellow Pages ad and use it as a display ad within a newspaper or magazine.
- Next, read it aloud and use it as radio advertising as a one-off event.
- Finally, shrink it down and use it within the classified advertising section of a newspaper.

The results you get from these tests will give you an indication of whether or not placing that ad in the Yellow Pages will produce the outcome that you desire from the significant investment that the Yellow Pages represent.

Continue to refine and improve it before you place it as your Yellow Pages ad for a full 12-month period.

For most practices you won't need to do this with your current ad... you'll immediately recognise it won't work... and that's my point. If it won't work in these test arenas... you're not getting the most out of your Yellow Pages advertising.

As with any form of advertising, your goal is to maximise the outcome and productivity as well as profitability of your Yellow Pages ad.

TREAT YOUR YELLOW PAGES AD... JUST LIKE EVERY OTHER WELL-THOUGHT OUT, STRATEGICALLY CREATED AND PERFORMANCE VALIDATED AD

Firstly, your Yellow pages ad requires the same strategic consideration that any other ad would. Perhaps, in the past you hadn't considered all of the elements of strategic marketing... now, with *Marketing Alchemy*, there is no reason you can't.

Here's the basics summarised:

1. Determine who you're going to be targeting with your Yellow Pages ad.
2. Create a powerful headline targeted to your specific market and use subheads to draw the reader in from the headline to the body copy.
3. Write compelling copy that provides benefits, advantages and certainty in the minds of the client as to what you are offering.
4. Create credibility with testimonials and endorsements.
5. Offer a powerful guarantee that eliminates risk and uncertainty in the mind of the client.
6. Provide an irresistible offer to the client.
7. Finally, provide a call to action.

As with any ad, keep these in mind during the creation of your Yellow Pages ad.

Equally, keep in mind that the purpose of the Yellow Pages ad is not only to pay for itself with new clients... but is to constantly serve as a reminder to clients that your practice should be the highest and best choice that the client can make.

To do this...

- Differentiate yourself from the other practitioners in your region and, if it is financially viable and testing demonstrates, buy bigger advertising space as this generates greater readership and attention.
- A special point to consider are key words... use key words that people are looking for or associate with the solution to their needs.

For example, chiropractors using the word "pain"... will attract pain-based clients. However, if the majority of clients are in pain when they're looking for a chiropractor, this may be an appropriate word.

- Do not get too clichéd using words like transformation or wellness solution... the majority of clients are not focused upon this when they're looking up the Yellow Pages... they have a problem and they are looking for a solution.

- Wellness advertising and working with transformational clients is invariably more based upon referral so focus that type of language in in-house marketing rather than your external advertising.
- Give your client the opportunity to see you in your advertisement... put a picture of yourself, and use images and pictures to create associations with the care that you provide. One important note... be sure that you're smiling in your photo!
- Tell a story... make sure that you provide enough information for a client to make a purchasing decision. Do not simply do institutional style advertising in your Yellow Pages... talking about you, your practice, your experience, your qualifications... blah, blah, blah. The client is less interested in you than they are in whether or not they perceive or believe that you can help them.

The client, to be sure in their mind that you can help them, needs a compelling reason to respond to your advertisement... that is the purpose of copy and the content and information of the advertisement. Your copy tells the client that you know what their pain is, that you understand their pain and that you have experience with, and specific solutions for, what they are experiencing.

Use words to convey this, support it with images and then back it up with a testimonial and guarantee.

- As with other advertisements... use readable typefaces, focusing on serif fonts and feel free to use highlights, underline, bold and bullet points to attract attention and direct the reader's eyes.
- Finally, consider hiring a graphic designer for the production of your Yellow Pages ad. By providing the graphic team at the Yellow Pages the opportunity to do your ad, it is likely they will make it look very much like each of the other ads. Your goal is to stand out... my suggestion, get a graphic designer!

IMPROMPTU EXERCISE

Before you go any further, stop reading.

Get out your local Yellow Pages.

Go to the section of the Yellow Pages where you advertise (or would advertise). For example, if you are a chiropractor, go to the chiropractic section. As a naturopath, go to the naturopath section, etc.

Now, grab a notepad and pen.

Write down all of the benefits, advantages, results and outcomes that these advertisements promise a prospective client that they will experience or achieve. Define every compelling reason, promise or guarantee that the client receives when he reads the advertisement. List how many times these separate benefits, advantages or promises appear in each of the remaining Yellow Pages ads.

Keep counting...

Every time you find new or additional benefits, advantages, promises or results... jot those down too!

Continue to add up all of the separate and distinct benefits and advantages, promises and guarantees that are listed in all of the ads through your section.

So, what did you find?

My guess is... very little.

Chiropractic ads in the Yellow Pages section in my region provide the following benefits, advantages, promises:

- Fast help
- Gentle, effective relief from pain
- Thorough examinations
- Affordable fees
- Lots of techniques
- Eliminating the problem

No assertions, no promises and no guarantees.

A lot of features... gentle safe and effective, thorough examinations, affordable fees.

But no benefits, no specific or distinct advantages that compel me into action or to call any of these numbers.

This is very important... the Yellow Pages is the most competitive advertising market there is. You are surrounded by all of your competitors' advertising; every person on that page is competing for your clients or potential clients.

The same cannot be said when you advertise on the radio, television or in a newspaper. Even on the side of the road, your billboard stands alone.

In the Yellow Pages, you need to stand out and you need to be compelling. Only the best ads, the most compelling and distinctive ads, those that offer significant benefit and reason to the client to act on produce results, make money for the practice.

The next distinction is the fact that the majority of these ads really aren't saying anything. They're not telling a potential client why they should choose this practice, the benefits that they will receive from making the call.

In fact, most of them are simply providing the name of the practice and practitioner, with their qualifications and the techniques that they use to achieve their unknown results they may be capable of delivering. These techniques, foreign to most potential new clients, offer very little value unless there is an explanation of why these techniques are relevant, how they are going to advantage or benefit the client and what result they will produce.

Yes, it's true, some use colour and some even attract your attention.

Though, as I look through the ads, none of them compel me to action, none inspire me... none make me feel like they understand my complaint or give me the solution to that complaint... and (as a potential new client) that's really what I'm looking for!

In fact, if I were a client, I would be frustrated... I am looking for a solution to my pain. I am looking for somebody who can help me to achieve something different to what I'm currently experiencing. But I can't find a solution in any of the ads... so I'll go for who's closest, who's most convenient, whose ad is most colourful and stands out... I'm never really sure why I'm choosing what I'm choosing, but that will have to do because that is all I have to go by.

In the Yellow Pages ads, most everybody is saying the same thing... *they're saying nothing at all!*

To succeed in the Yellow Pages, you need to say something different. You need to say what the client wants to hear, you need to tell them the benefits, the results, the advantages and outcomes of care that they will receive as a result of making the call to you. You need to give them a promise, an assertion that they can be confident with, that reduces their uncertainty and indemnifies their risk.

You need to stand out from the rest by saying something meaningful directly to the client that addresses their needs.

With this in mind, let's begin by talking about strategic Yellow Pages advertising.

STRATEGIES FOR SUCCESSFUL YELLOW PAGES ADVERTISING

The Yellow Page's design maxim is, "Where the eye stops, the sale begins."

The key consideration with Yellow Pages advertising is to enable yours to stand out, to be the focus of the reader's eye on the page and to be the first ad to draw the attention of the reader.

After you have drawn the attention of the reader, you need to influence the decision-making process of your potential new client.

You need to be the solution to the problem that they have. You need to recognise and understand what is important to them and express that understanding in your marketing message embedded within your Yellow Pages advertising.

This is often achieved through providing a unique selling proposition.

Equally, it is provided by detailing the benefits, advantages that the client can expect as a result of the care they will receive, the confidence they have (generated from testimonials in the advertisement) and the indemnification of any risk they may experience through a written guarantee.

It is also important to connect with the reader emotionally. To do this, if you have space, it is useful to tell a story, provide compelling copy or information that explains how it is that you understand, why you will provide them the outcomes, benefits and results that they desire... all with efficient and tight writing.

The visual component of your Yellow Pages ad is very important. Not only is the visual component an integral part of catching the attention of your reader, if the image links the reader to the feeling they want, of certainty and confidence, you further empower the effectiveness of the advertising.

The outcome of your Yellow Pages ad is to produce in the mind of the client a sense of confidence that you have the authority or credibility to achieve the results they desire and to facilitate trust enabling them to make the phone call that creates the connection between them and you.

To bring all this together there are 21 points to achieving success with Yellow Pages advertising:

1. Category

Make sure you choose the right category to place your advertisement in. Naturally, chiropractors will place their advertisement in the chiropractic section; massage

therapists, naturopaths, acupuncturists, medical practitioners in their respective categories. However, you may also want to place your advertisement in multiple categories, though I suggest limiting that action until you have mastered your own category and are achieving results from that section.

2. Size

While it is generally understood that the response rate from your advertisements increases with size and so does the potential new client's awareness of your ad... you need to take into consideration your budget and the size of other advertisements in your category before making a decision in respect of the size of the ad that you are going to place.

When considering your budget, use the existing effectiveness of your Yellow Pages ads to assess what type of return on investment you have achieved.

For example, go back to your current client lists and calculate how many clients have come from Yellow Pages advertising this year.

You may have had 100 new clients call from the Yellow Pages ad.

If you spend \$4,000.00 on that ad, it is costing you \$40.00 per lead.

You need to determine whether this is acceptable, and whether this will improve (which we expect it to) after the application of the techniques within this section of the program.

If, however, you only received 10 phone calls for the \$4,000.00 expense, that is \$400.00 per lead. Perhaps you live in a small town or community and the Yellow Pages is not the primary source for people to make a determination for their practitioners; they are much more comfortable with referrals given the tight-knit community you live in. As such, you may want to spend less on your Yellow Pages advertising and focus on other areas.

However, depending on what your expectations of your results are, how much money you have available to spend on this section of your marketing and what status you want from the size of your advertisement... you need to consider these factors before you make your choice.

You also need to consider if everybody else's ads are large, you may not have the influence that you would like with a smaller ad. Equally, if everybody else's ads are small, you may not need to go to a large ad simply to stand out.

3. Design

The next consideration is the design or the formatting of your ad.

As we have already stated, it's important to have a visual element to your ad. However, there are other factors that we need to take into consideration.

As with any marketing piece, you need to follow the structure of a typical direct response-marketing piece. The key elements include:

- Headline
- Sub headline
- Compelling copy
- Define benefits
- Provide an offer
- Testimonials and guarantees
- Call-to-action

Depending on the size of your ad, many of these elements may be able to be included, though if you have a smaller ad, you will need to be very strict with the volume of your words or eliminate some of these elements.

The design format needs to allow for the copy and the visual aspect to marry together aesthetically pleasing while still being able to immediately stop the reader in their tracks, draw their attention and cause the reader to move into the copy.

Furthermore, you want the design to represent the brand, image or identity of your practice and present to the prospective client in a way that aligns you together.

If you use pictures, images or graphics... ensure that they reproduce well and use a strong border to encapsulate the entire advertisement.

If you do have photographs, it's important to have a caption underneath each photograph.

And use the sans serif font for readability.

While your business name, phone and address details, as well as your logo, need to be placed within the ad for credibility, they are not the focus of the ad. Preferably, have them at the bottom in alignment with the call-to-action.

4. Black and White or Colour?

This is another key consideration, and depending on what the other people in your area are using, your budget and whether or not your advertisement will stand out in black and white determines whether or not colour becomes an imperative.

Although research shows that advertising using colour draws more attention and gains more readership, that will depend on the other advertisements in your area, the size you use and the overall effectiveness of the design format for your ad.

My suggestion would be go with a larger black and white rather than a smaller colour in order to maximise your return on investment for marketing dollars spent, as well as drawing more attention. The larger ad gives you the opportunity to provide more copy, be more compelling, use a story and provide information to the reader as compared to the smaller advertising which does not provide this opportunity, even if it may be a little bit more attractive to the eye.

5. Your Marketing Message

Every piece of marketing material has a marketing message.

Your marketing message needs to communicate to the clients that you have the solution to the problem, difficulty or challenge they are currently experiencing. Not only that, they can feel confident that you will provide that solution because you have provided evidence in the form of testimonials and provided a guarantee to indemnify them of any doubt, uncertainty or insecurity. The risk is taken away from them, providing certainty and confidence and therefore enabling them to make a decision in regards to their health and wellbeing.

How do you do all of this? You get your marketing message right!

You provide a compelling headline that answers the question that is in their mind.

You provide a sub headline that draws them in to reading the copy that answers the questions that are on their mind.

You provide compelling copy that defines the benefits, advantages and results they will achieve as a result of making a phone call to your practice for the complaint they are suffering.

You provide enough copy for them to be able to make a decision and you provide an offer that is too good to resist. The offer could be a description of your unique selling proposition or simply a statement encapsulating your guarantee that gives them every reason to make the choice to select you as their wellness care practitioner.

If space permits, tell them all of the services that you provide, the methods that you have available to help them with their problem. Explain the experience, expertise and results that you have achieved for others... just like them.

If there are distinctive benefits to your practice, such as your business location or business hours, financial terms or anything that is outside the usual experience of clients that is in their best interest and highly beneficial or desirable by them... tell them, don't leave it to their imagination or for them to wonder whether or not it is available.

6. Create Feeling

It is important to create feeling and emotion within the advertisement. If you haven't been able to translate feeling and emotion into the advertisement itself, review the process, refine the advertisement and continue to invest heavily in creating an ad that creates an emotional response in the reader.

This is imperative!

People make decisions on an emotional basis and then validate logically.

The reason you use powerful headlines is to evoke emotions. The images should support the emotions that are created. The copy should further draw them into the emotional drama of the problems they are experiencing and their need for the solution... and the solution should be self-evident as they read the advertisement, the services and care you provide!

Finally, the detail within the copy should give them the logical reasons to support the emotional decision they have made.

Anything less than a comprehensive ad that addresses and covers all of these elements has the potential to be an underperforming Yellow Pages ad, perhaps even a complete waste of money.

Take a look at other advertisements within the Yellow Pages, in your category and in the rest of the Yellow Pages themselves. Look at which ones have the greatest impact on you, first in standing out on the pages compared to the competitors. And secondly, which ones produce an emotive or emotional response that draws you in to wanting to know more about that particular company. Which ones call you to read the advertisement?

Try to model that in your own advertising.

7. Avoid Risky Copy

Make certain that you avoid risky copy, such as humour, jokes or clichés.

Don't write too small, and don't use unrelated words simply to get attention.

Also, be honest in all of your communications within your advertising.

Make sure any images you have relate to the advertisement itself, and are not simply there to draw attention. Incongruence leads to uncertainty in the mind of the client. Not only that, you will invariably draw the wrong client with the wrong image.

And equally importantly, keep the ad clutter free. Don't leave too much white space, but don't cramp it so much so that it feels overwhelming to look at it, much less to read it.

8. The Call to Action

It is important that the Yellow Pages ad has an explicit call to action, specific instructions of what the client needs to do now.

They need to call you. They need to call you now. And they need to call you on this phone number... [insert your phone number].

Just telling someone to call has a positive influence on creating that action. Leaving your number there without a suggestion, recommendation or a please call... evidences a lack of understanding of the effectiveness of a structured piece of marketing material.

For example, 'Call today to set up a free initial consultation.' Call now on 6299 2660.

9. Focus on the Majority of Your Clients

One thing you need to do to have a successful Yellow Pages advertisement is to focus on the 95% of your clients... that is, people who are in need, who have pain and are looking for a solution.

The person who opens up a Yellow Pages directory is usually doing so because they have already made a decision to see a practitioner. Most people have that type of an immediate response only when they are in pain.

The pain may be lower back pain, neck pain or a headache... whereby they're looking for a practitioner to solve that problem. As such, communicate in your advertisement that you offer a solution for that.

For example, you may want to have a headline...

"In pain? I will see you today!"

With this headline you are appealing to 95% of prospective clients whose primary focus is the pain they are experiencing, that has caused them to open up the Yellow Pages for and you are responding to.

Now I know that you may be saying to yourself, but I don't want to be a pain-based practitioner.

And I agree... as a wellness practitioner my focus is never on pain... well, never on pain once we've begun a true and real dialogue with the client.

The reality is, however, most of the clients' focus is on pain. The focus only moves past pain when you are addressing the underlying causes of the pain with the client in further testing or report of finding consultations leading to the care plan delivery that addresses the wellness paradigm.

Review the empowerment curve as part of the 10 phases of client care to remind yourself the paradigms that you take clients through and how it is that you meet them where they're at and lead them where it is they need to go. Meaning, you meet them at the pain they are experiencing and lead them past their pain to wellness care.

First, however, you must meet them at their pain and as such, your headlines in the Yellow Pages should appeal to the 95% of people opening the Yellow Pages for a solution for the pain they are experiencing.

10. Put You in the Picture

It's very important for you to put a photo of yourself and/or your team in the picture, all smiling.

Research has shown that a photo with a person smiling in it is far more appealing to the subconscious mind and engenders a positive response from the reader.

Equally, when you provide a picture of yourself, the person can identify with you and is therefore more able to feel comfortable.

As such, it is important to get professional photographs taken, make sure these are reproduced at high quality within the advertisement and placed appropriately within the design format.

11. Help the Client Make a Choice

One of the key errors practitioners make when advertising in the Yellow Pages is trying to convince the reader that the care they provide is beneficial and that they, the practitioner, are qualified to help them.

This, for the most part, is a waste of time. Your primary agenda should be to help the client understand why they should choose you amongst all of the other practitioners in this listing. To make this choice, they need to know the benefits and advantages they will receive. They need to feel confident and certain that you can help them. This is why testimonials and guarantees are so important and should be communicated in your advertising.

Also, make sure that the advertising is about the client. It speaks to the client and answers the client's questions.

Too many chiropractors make the ads about them, tell the clients all about them, their skills and how wonderful they are.

The client simply does not care. They have no interest in you...they are interested in themselves, the pain they have and the solution you have for them.

So talk about the client, their pain, and the solution you have for them.

12. Bullet points

Where possible and space permitting, use bullet points to emphasize the benefits and advantages the clients will have.

Bullet points increase readership, encapsulate important information succinctly and make the ad more readable.

13. Professional Services

You may not be able to achieve all of this on your own. In that case, it may be appropriate (and in fact, beneficial) to source professional services to help you out.

Professional sources such as:

A graphic designer to provide the layout and design of your ad. A copywriter to produce the headlines, sub headlines, define your benefits and produce the compelling copy of your ad. Panel of advisors...to give you feedback on the likely effectiveness of your ad.

Ensuring that you consider each of these elements maximises your opportunity to produce the most effective ad.

14. Test Your Ad

What's important before you spend the money and place the ad in your Yellow Pages for a twelve-month period of time (it's important to recognise you can't change the ad once it's in there) is to test it before it gets there.

It may be worthwhile running your ad as a display ad in your local newspaper, the same size and format that it will appear in the Yellow Pages. If you don't get any calls from that, you may want to consider refining or reviewing elements of the advertisement.

Equally, you may want to use the headline you are considering as a classified ad in the classified section of the newspaper. If you are not getting any responses from the headline as a classified ad, it needs to be sharpened or improved... because it is not drawing enough attention.

Show it to potential clients, survey a general market group and gain feedback as to whether they feel it would motivate them into taking action.

After you have used this testing process and reviewed the results, either make modifications and changes to your advertisement or be willing to confidently and comfortably place your ad.

15. Teaser Ads

You may also want to include smaller teaser ads.

Teaser ads are small ads with a powerful headline offering a gift or a bonus that attracts a reader and creates an immediate call to action.

For example, a title of:

Ten questions you must ask your chiropractor before you put your health in their hands... Free report, call 02 6299 2660.

Discover what most chiropractors won't tell you at your first exam!

16. Track Your Results

Once you have placed your Yellow Pages ad it is important to record the number of clients generated from this marketing source.

Every time a client calls, it's important to ask them where it was they heard about the practice.

When they answer, "Yellow Pages," document that in a special place that enables you to come back and measure the effectiveness of your ad.

Equally, make sure that you are recording all of the other sources of your clients so that you can measure the effectiveness of each of the other sources as well.

When calculating the effectiveness of your ad you're endeavouring to determine the return on investment of marketing dollars spent.

The formula for determining ROI is:

1. Record the investment of your Yellow Pages ad.
2. Record the total number of calls you received from the Yellow Pages (this can be done monthly or annually).
3. Calculate the number of appointments scheduled from the Yellow Pages enquiry. This number is your conversion rate and is calculated as a percentage.

For example, you may have had 10 calls in one month from your Yellow Pages ad, and 6 of those booked for an initial consultation. That represents a 60% conversion rate.

This is not the point in time to discuss how to maximise your conversion ratios, that is discussed in detail in the *Sales Mastery Program*.

4. Calculate the number of Yellow Pages clients that presented at their initial consultation. This is a further representation of your conversion. It is not merely the conversion of enquiries to appointments, it is the conversion of enquiries to clients that are seen. Once again, measure this as a percentage.

The purpose of these percentages is to review later how it is that you can improve the rates of conversion and the client appointments that are made.

5. Measure how many of these clients made a commitment to a wellness care plan. Again, present this as a percentage.
6. Calculate the total income generated and derived from each of these clients... this equals your gross profit.
7. Net profit calculation... take the gross profit generated from client sales away from the cost of the sale to work out what your net profit is.

8. Lead generation cost... divide the total ad cost by the number of phone calls and you have the cost of each lead.
9. Divide the total cost of the ad by the number of new client appointments made and you have the new client dollar value.
10. Do the same thing for appointments made and wellness clients converted.

By calculating these points, you can measure your effectiveness of future ads against this as a standard while also determining whether or not this is the most effective form of advertising on a dollar per dollar basis (based on return on investment).

17. Enhance Your Yellow Pages

Once you have tested your Yellow Pages advertising, look for ways to improve its performance the following year. Test variations as we discussed in the beginning of the manual such as...

- Use your Yellow Pages advertising as a display ad within a newspaper or magazine.
- Read your Yellow Pages aloud and use it as radio advertising as a one-off event.
- Use your Yellow Pages headline within the classified advertising section of a newspaper.

From these results, find the way to get even more from your Yellow Pages ad the following year.

18. Cross-comparison

Finally, when you have the results of your Yellow Pages advertising, do a cross comparison against your other forms of advertising. Which ones are most profitable? Which ones attract the most number of new clients?

Armed with this information you may want to invest more or less in your Yellow Pages advertising.

19. Ensure you honour your Yellow Pages claims and assertions

It is important that any claim you make, any assertion you provide and any offer you deliver... that you honour these in practice. If you offer a money-back guarantee... honour it. If you say you'll see them the same day, stay late if you need to.

Walk the talk... because if you breach trust with a breach of integrity... no amount of great marketing will save you!

Make sure you serve these clients incredibly well. Remember, your purpose is to deliver high performance client care... outstanding service and extraordinary care delivered on a consistent and reproducible basis thereby ensuring that every client who comes from the Yellow Pages will refer multiple additional clients from their family, friend and colleagues.

20. Avoid These Money Wasters

Now that you know how to maximise your Yellow Pages advertising, how to construct an effective ad and how to measure its effectiveness and therefore make it a very profitable endeavour... I want to close with a brief reminder of the money wasters that trap many unwary Yellow Pages advertisers and help you to avoid making them.

1. Don't spend for the sake of spending or to be bigger than your competitors. Make sure you have a budget, stick to that budget and produce an effective advertisement that will produce the best return of investment for marketing dollars spent.
2. Do not use Yellow Pages advertising as your sole form of advertising. Make certain that the Yellow Pages expenditure is only a moderate portion of your marketing budget. Ensure that you have marketing dollars available for many of the other marketing tools described in this program. In fact, if I were to choose only one form of marketing... it would not be the Yellow Pages. You can get far better returns on investment from other strategies described in the program.
3. Don't use your Yellow Pages advertising to compete with or battle competitors. Use Yellow Pages advertising only to communicate to your clients that you have a solution to their problem. Nothing more, nothing less.
4. Don't use the Yellow Page's sales and graphic designers to create your ad, use the materials of this program to design your ad, and use a professional if necessary. Don't use the direction, guidance or resources of the Yellow Pages. You'll end up looking like every other ad and getting the results that everybody else gets.
5. Don't advertise in too many categories, or the wrong category for that matter... start small, focus on your one category rather than trying to be all things to all people. Start in your own category and stay there until you are satisfied with the results that you are getting.
6. Don't forget about Yellow Pages online... advertise there as well!

21. Use it in conjunction with other forms of marketing

No marketing campaign should be limited one marketing strategy. By all means, use the Yellow Pages... but do not use it exclusively. Use it in conjunction with the other marketing strategies detailed in the *Marketing Alchemy* Program.

You now have a template for generating and creating your own Yellow Pages ads. Stick to it, use this as a model... look at what exists in the Yellow Pages and ask yourself, are they really effective, was my ad really effective?

If not, look for something different, create something different and get the results that you deserve.

KEY PHRASES FOR YELLOW PAGES

Here are some key phrases that you may want to use in your Yellow Pages ads:

'15 years experience...'

Free report...

Here's what our clients have to say... 'Testimonial'

Easy payment options

Convenient hours

We guarantee...

Seven reasons why you should call now...

YELLOW PAGES KEY NOTES

There is a very important thing for you to remember with Yellow Pages advertising...

- The person has already made a purchasing decision before they open the Yellow Pages.
- They are actively looking for a practitioner... be it a chiropractor, naturopath, massage therapist or any of the other practitioners that are listed in the Yellow Pages.
- They are motivated, they have a reason to be searching for a practitioner... you already have a pre-qualified motivated client.
- That's one of the most wonderful things about the Yellow Pages... people are actually looking for you... you are not trying to call out to them, interrupt them or get their attention... they are already looking for you.
- When a potential client opens the Yellow Pages, there are many people for them to choose from. In order for you to have effective Yellow Pages ads, you have to stand

out from the rest of the other Yellow Pages ad and demonstrate very quickly why it is that the reader should choose your practice before any of the other practices.

- But hey... what if you do have the ad that gets the most attention... it might be the biggest, most colourful most expensive ad in the Yellow Pages.
- That's not enough... you need to get their attention and then get them to call the practice immediately.
- In fact, to get somebody to call the practice, you don't need to have the biggest, most colourful ad. You need to have an ad that speaks to the needs of the prospective new client at the time they open the Yellow Pages.
- That is why we focus on headlines within the Yellow Pages, offering distinct and powerful benefits and clearly guaranteeing some element of the performance for the client, reducing their risk.
- You create credibility within your ads and give them a reason to act.
- Any Yellow Pages advertising that recognises and understands this goes a long way towards producing the greatest response rate.
- Oh yeah... if you have won any awards, make sure you put those in too!
- In essence, your Yellow Pages ad, to be most effective needs to say, "Attention dear reader, here is the reason why you should choose this practice over every other practice... and why you should pick up the phone now and call..."
- As such, the Yellow Pages ads, to be successful, have applied to them each of the same copywriting principals discussed in the copywriting manual of this program, with one exception... there needs to be a significantly higher emphasis or focus upon the graphic and visual element. For example, a photo of you or a graphic element to create visual appeal and interest.

ELEMENTS OF A SUCCESSFUL YELLOW PAGES AD

Dr. Doug Berdie and Dr. Elaine Hauff in their *Yellow Pages Report*, a study of over 2000 Yellow Pages ads in 252 categories advises that the most important element of the Yellow Pages advertisement is its content.

ELEMENT IN AD	PERCENTAGE RATED 'EXTREMELY' OR 'VERY' INFLUENTIAL
What the ad says (content)	55%
Amount of information in the ad	51%
Location of business	47%
Ad size	35%
Previous awareness of company	25%
Fonts used	23%
Location of ad on page	20%
Colour of ink used	10%

EXERCISE: THINK LIKE A POTENTIAL NEW CLIENT

To begin to help you understand how to become more effective with your Yellow Pages advertising, I want to take you through an exercise of being a client.

Now, I don't want you to be a client for a practitioner... your bias will predispose you to your already existing decision-making processes.

I want you to think about a service that you have wanted for some time. It may be a landscaper to work in your backyard; it may be a carpenter to build an extension on your house; it may be a new accountant, lawyer or financial adviser...

Irrespective of what service you are looking for, make a decision now that you are going to take action to track down a service that most serves you.

Now, having made that decision... open the Yellow Pages to that section.

Given that you are interested in this service, you now have to make a decision based on all of the ads in that section for which one is going to meet your needs. Looking through the ads, which ones:

- Catch your attention,
- Give you enough information to make a purchasing decision,
- Enable you to feel confident and certain about your purchasing decision,
- Cause you to want to pick up the phone and call now!

What was it about the Yellow Pages ad that created those effects?

Why did the Yellow Pages ad catch your eye? Was it position, size, colour... a headline or the absence of a headline, an image, the copy? What exactly drew your attention?

What was it that made you want to call now? Was there a compelling offer, a guarantee?

Analyse these questions, analyse your response... and then, as a potential purchaser, you'll begin to feel the same situation and scenario that a new client looking for your services is experiencing.

Or, perhaps like many other clients in our industry, you began to feel confused or uncertain... there was nothing that stood out about any of these advertisers that gave you certainty, confidence or a desire to act now.

If that's the case... you have also learned another valuable lesson. Oftentimes, people's ads are so ineffective that they give us no reason to take action. Your ads cannot fall into this classification.

Okay... continuing on. If you did make a decision to call a company... why did you make that decision? What was it about that company or that was communicated in the ad about that company that enabled you to make that choice? Did they give you enough information about the product or service that you're looking for? Did they give you enough information about how that product or service is going to be beneficial or valuable to you?

Now, if you are compelled... call them. See how their service is, how is their response to your enquiries and queries on the line? Did it match the image you had in mind from the Yellow Pages ad or did it seem different from what you expected based on the ad?

These are the types of experiences you need to gain in order to get in the mind frame of a client... and now you need to apply that to your own advertising process within the Yellow Pages!

Your goal: Put yourself in the position of a client so that, as a client, when you run your ad they look at the options available to them and systematically select you above all others!

Then, apply this knowledge in the creation of your own ads... put yourself in your potential new clients' shoes.

NOTES

NOTES

*Transforming **your** health care practice **your way***

Practice Mastery Institute 1st floor, 142 Monaro St, PO Box 76 Queanbeyan NSW 2620
t. 1800 770 217 f. +61 (2) 6284 2795 e. info@practicemastery.com.au www.practicemastery.com.au