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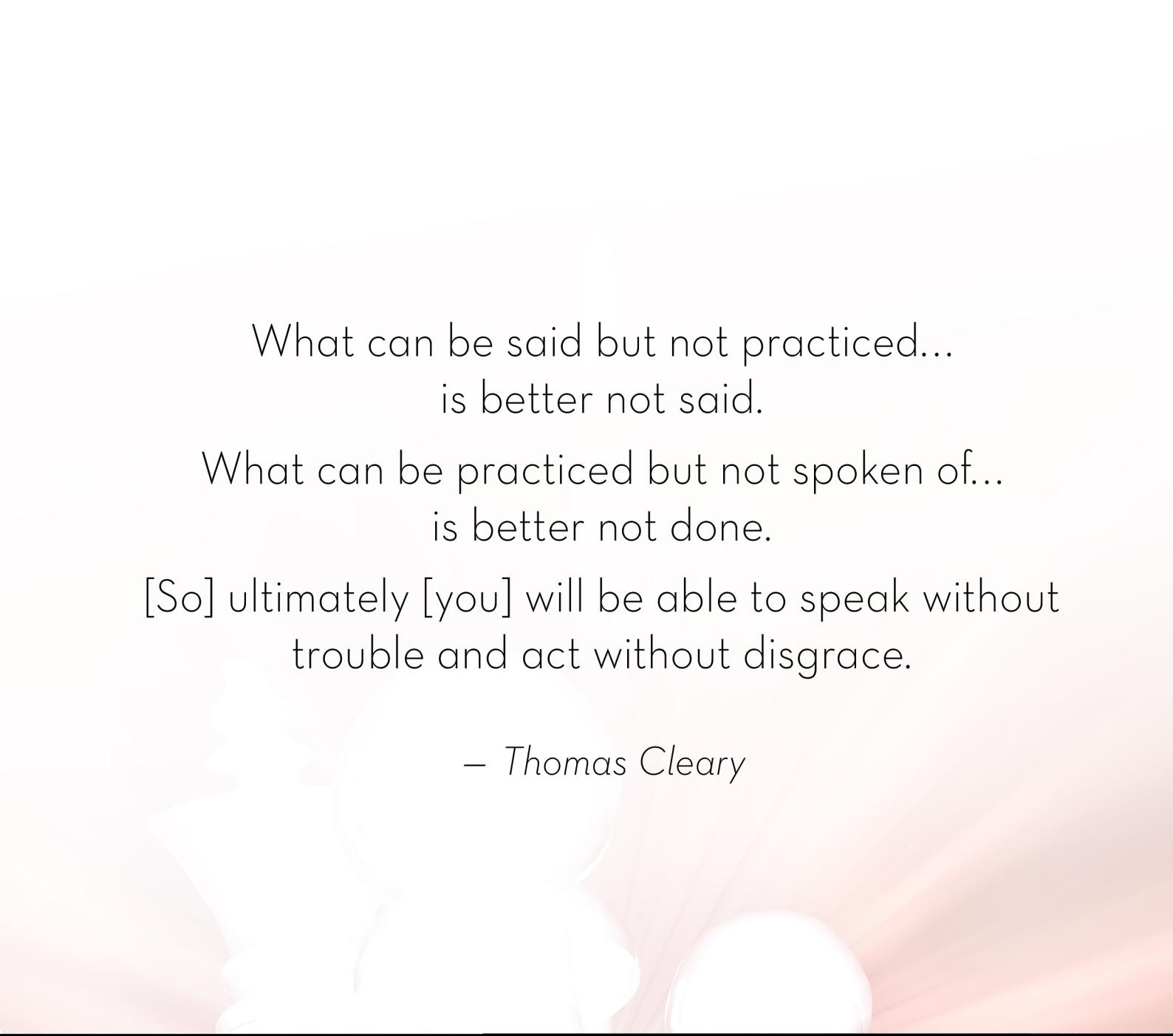
Essential Marketing Strategies
for Extraordinary Practice Success



YOUR MARKETING ALCHEMY **PRINT MEDIA** MANUAL

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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.

Do it with faithfulness.

POWER STRATEGIES



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POWER STRATEGIES



PRINT MEDIA

POWER STRATEGIES: PRINT MEDIA

Print media relates to all advertising in any form of print, including newspapers, magazines, brochures, catalogues, periodicals etc. The same strategy for creating effective newspaper ads applies to producing powerful brochures or magazine ads.

However, because most of the advertising you will do will be in newspapers and magazines, we will put our attention there.

NEWSPAPER AND MAGAZINE ADVERTISING

Most advertising done for wellness practitioners in the form of print media is done in newspapers and magazines.

The primary considerations when advertising in this media are:

- Appropriateness of the section or content of the newspaper/magazine... for example, advertising in the health section or health insert in a newspaper is appropriate for wellness practitioners, whereas it may not be as appropriate if placed in the finance section.
- Readership of the newspaper... relates to the number of readers of that particular newspaper and whether or not the reach of the paper is sufficient to warrant the expenditure on the ad itself. The local newspaper may not always be the best place to advertise. Often going for the regional paper with wider readership brings better results.
- The timing of the advertisement... consider which day and even which month relates to the best advertising results. For example, Thursday papers are not as widely read as Monday papers or weekend papers. Therefore, although you may be paying the same price for your ad, the reach is significantly less.
- Circulation... relates to the extent and number of newspapers delivered. The more papers delivered, the more readers there are (at least that is what we are lead to believe).
- Demographics... relates to the specific characteristics of the person reading the newspaper or magazine, and whether these are relevant to and appropriate for your target audience, such as age, sex, the location they live in and their interests.

NEWSPAPER AND MAGAZINE ADVERTISING APPROACHES

There are several ways of advertising in newspapers and magazines. These are:

- Display advertising... the standard form of advertising where an advertisement is placed onto a page relating to a product and/or service. It has historically been stated that the right column at the front of the newspaper is most effective for gaining attention. This placement is second only to the front or back pages of the magazine or newspaper, although these are significantly more expensive.
- Classified advertising... the small ads in the classified section. These must be specifically targeted, have powerful headlines, concise copy and have an immediate call to action to be effective and profitable.
- Advertorials... advertisements paid for in the same way as display ads, often placed in the same area as display ads, though they are presented in such a way as to look more like an article within the newspaper as opposed to a display ad itself. Advertorials have a higher readership than display ads because they are not necessarily recognised as ads themselves and are written and presented in such a way as to gain the interest of a reader, as compared to display ads, which are often recognised as ads and ignored by the reader.
- Free-Standing Insert (FSI)... a single piece or multiple piece or even folded advertising is inserted into the newspaper prior to the delivery phase of the newspaper and allows an advertiser to provide their marketing with the newspaper as a carrier.
- Columns... an article within the newspaper that has been either paid for or syndicated with the paper that allows you to provide content or information to the reader. These columns are invariably high interest articles and are less focused on advertising than they are in providing content and information to the reader. Some magazines and newspapers may provide advertising in conjunction with the provision of articles for their newspaper.
- Stories... many articles in newspapers are stories written about a specific person, product or service. Public relations activities can provide an opportunity with a media release to provide content for their stories and is discussed in detail within the public relations section of this program.

Considerations for Effective Advertising

Irrespective of which form of advertising you use within the newspaper or magazine, it is important to consider the following elements with your print advertising:

- Position... what position should you place your advertisement in? As we have discussed, ideally it should be on the right column in the first few pages of the newspaper, or the front or back page if finance permits and testing has demonstrated

that it is a highly responsive advertisement. Equally, if there are specific sections of newspapers that relate to your target market, localise your ad in those areas, such as the body and mind health pages.

- Advertising style... as described above, there are multiple styles of advertising that you can use. Determine which one will be most effective for the delivery of your marketing message and place your ad accordingly.
- Headlines... the most important part of your advertisement is the headline. The majority of people reading newspapers and magazines scan these for articles of interest. The headline is what generates the interest and thus is the primary element of the advertising that needs consideration. It is generally considered that headlines are read by five times more people than that copy itself. Therefore, for the advertising to work, the headline must work.
- Typeface... readability of your marketing material is essential. The font and the style of writing used in your advertising has a dramatic influence on the readability of your marketing material. Body copy set in a serif typeface, such as Times New Roman, is more readable and therefore has greater comprehension than the same copy set in a sans serif typeface.
- The use of colour... colour attracts attention, particularly when used as a border or as a backdrop to a headline. However, colour used in body copy decreases readability and comprehension. It is important to consider how you will use colour in your advertising to maintain readability and comprehension while simultaneously increasing attention.
- Pictures, images, illustrations and graphics... each of these elements attract attention to the article or advertisement. However, it is important that the picture or image is associated in some way with the message you are intending to deliver in your article or advertisement.

It is important to recognise and note that readers look at pictures, images, graphics and illustrations first... the eye is drawn to images before text. Following that, the eye is drawn to captions underneath images that exist prior to the headline and the copy.

As such, be sure to place any illustrations or graphics you do provide in your advertisement at the top of the advertisement (top right is generally considered most appropriate) and provide a caption underlining these.

The headline and body copy go under or to the left of images to gain most effective attention and readership of the body copy. If there is no image or graphic inserted, the headline must be centred at the top of the advertisement.

- Photographs... it is important that you use a clear image that will reproduce well in the newspaper or magazine and that each photo relates specifically to the product or

service you are offering. The goal is to attract the attention of the viewer (reader) and support that interest by making a connection between the photo and the copy.

One good way to do this is before and after photographs which both gain the attention of the reader and generates interest and desire for the outcome or benefit derived as evidenced by the photography.

- Language... the language you use must be informal, written at the level of a 12 to 14 year old to enable understanding by the widest reading population, and be personalised, written as though you were talking personally to the individual.

Equally important is to use short sentences using simple words, though maintaining interest and emotional response by the considered selection of the emotive words that you use.

- Text considerations... not only is the typeface you select important as it relates to readability, how you present that typeface is equally important.

Text delivered via capitals is considered significantly more difficult to read. Headlines or body copy in full capitals gains less readership because of this.

Equally, reverse type, where you have white writing on a black or coloured background, also decreases readability and comprehension and should be discouraged, except with short headers at the top of an advertisement.

Bold typeface is also more difficult to read, decreases comprehension and should be used sparingly and to gain and gather the attention of the reader at specific and targeted intervals throughout the advertisement.

- Testimonials and quotes... testimonials and quotes increase readership and interest in the article, and should be included and considered wherever possible and practical. Testimonials offer credibility. It is generally considered that something you say about yourself is not nearly as credible as something that somebody else says about you.
- Make it interesting... people will read advertisements as long as the advertisements appeal to what interests the reader. This may seem self-explanatory, however, when you consider that many advertisers provide boring, plain and self-interested ads it is obvious this point is rarely considered.

Instead, focus upon what interests the client. What are their needs? What are the benefits, outcomes and advantages they are looking for and how does your product or service provide them?

Instead of focusing on you, what it is that you do and how good you are... explain to the reader how they are going to gain or benefit from reading the advertisement, taking action on the offer within the advertisement and how they are going to gain as a result.

If you are able to provide helpful and valuable information within your article that highlights the problem of the reader and provides them an obvious and tangible solution, this will increase the interest in and readership of the advertisement by a significant amount.

Furthermore, any advertisements containing "news," an announcement or a specific "breakthrough," or an improvement in a product or service, finds an increase in readership also.

As such, ensure that you detail the benefits the client will receive, both in the headline and then reinforced within the copy, to maximise readership of the advertisement.

- Define your target audience within your headline... the headline should specifically reach out and communicate to, in a compelling and effective way, the audience you want to advertise to.

Many advertisements, as we have discussed, focus on the self-interest of the advertiser. They detail their name, their profession... and little else.

Instead of my telling the world that, "My name is Marcus Chacos and I am a chiropractor, and I have chiropractic services to those who have an interest... blah blah blah..." it is far better that I tell the readers in the advertisement of the fact that, "I have seven proven strategies for people suffering lower back pain to immediately and dramatically reverse their pain and be able to get up and running, back into life, sports, activities and work, within three days or their money back!"

By qualifying the problem people have in the headline and the benefits that they will receive... readership and interest is increased and then the reader moves into the body copy for further understanding that will enable them to move forward in taking action... which is the real reason for the advertisement!

- Compelling copy... you must have compelling copy within your advertisement. We already spoke about using simple and concise language, however, do not limit your words to those which tell a mundane story. You must tell a story that inspires hope, confidence and certainty. How you tell your story makes the reader more interested in your message and increases the desire for your products and services.

We have already discussed the use of testimonials to providing credibility. However, you can also use them to create a story, to build a meaningful emotional connection to what you are communicating in your advertisement.

Finally, use language that inspires the client to take action. Words such as powerful, life changing, effective, tremendous, exciting, transformation... each of these inspire in the mind of the client a hope for a better, greater outcome and increase the likeliness of the client taking action.

- Price... if it is appropriate, include the price in the advertisement. Most advertisements for practitioners have no need to detail a specific price as they are often going to be used to generate leads. For example, the advertisement may be for a free workshop, a free consultation... and while you are detailing the word free, you are announcing the price... that there is none!

However, if you are providing a price, and it is a fair and reasonable price, detail why it is a fair and reasonable price, where the value is in the price and how this price is inconsequential to the significant benefits, advantages and value the client will receive for making their investment.

- Call-to-action... a call-to-action is necessary in the advertisement. A call-to-action is part of a direct response process, requiring the reader to take some action in order for them to gain the benefit of the care you are recommending.

For example, you will say, "Call now to receive... (whatever it is that you are offering)."

You may be offering a free consultation, the presentation of a workshop or some other element in association with the care you deliver. You must first ask them to call... to take action, and provide the specific instruction on how to take action.

For example, you will give them a number to call, an address to write to and a benefit for doing so. Such as...

"When you call now, you will receive a FREE report..." or, "...a discounted consultation," or, "... a seat in a free workshop."

Make sure you also provide a deadline or the timeframe of responsiveness to ensure that they act now.

- Deadlines... as stated, in order to motivate a person into action upon readership of your material, you need to give them a reason to act now and not delay. A deadline offers an incentive to take action now.

- Coupons... oftentimes, inserting a coupon into an advertisement, either as a cut-out or a highlighted box to maximise the interest in the article, gives the people the opportunity to focus upon the action required. If you are going to place a coupon within your advertisement, be sure to place it at the bottom right hand corner of your advertisement.

Again, the call-to-action placed within a coupon details what it is that the reader needs to do, the number they need to call or the address they need to send to and the date by which they need to do it, and the benefits, advantages and outcomes they will receive as a result of taking action.

Include these elements within your newspaper and magazine advertising as well as all of your print media and you will dramatically improve and enhance the productivity and performance of your ads.

Of all of the media types that respond well to a structured approach to creating your advertising, print media responds most favourably. Use the *Practice Mastery Copywriting Manual* to develop this approach further and an absolute avalanche of new clients awaits you.

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

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