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SUREFIRE ADVERTISING

Advertising Guide:

Thank you for visiting our website and requesting your free advertising guide. This guide is designed to inform you of your advertising options, and help you with your business advertising decisions. We'll cover some important basics first, and then get right into the really solid advertising strategies that will make your business grow. We are happy to share this information with you, as we at Surefire Advertising have a great passion for business people, and we like seeing them succeed.

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"Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does."

*- Stuart H. Britt, New York Herald Tribune,
October 30, 1956*

ADVERTISING IS THE GREATEST KEY TO BUSINESS SUCCESS!

Advertising is the single most important key to a successful business enterprise, right after having a good product or service. However, even a great product or service will fail without good, solid promotion. After all, how will the customers know you are there unless you tell them? The days of "word of mouth" advertising for most businesses are over, and a myth most of the time anyway.

While we do know of some very successful businesses that rely on word of mouth, they usually have been in business for 20 years or more to build up to it. Unless you've been in business for decades or don't mind waiting that long for success, then this type of "I'll wait until my customers find me" attitude just won't cut it.

Most people wrongly believe that if they "just do a better job" or "build a better mouse trap" that the customers will come pouring in. They think their "professionalism" will be the key to their success. We have a word for business people who believe this myth: bankrupt.

This brings us to the one undeniable truth of business success: "It is infinitely more important to know how to get more new customers and clients than any other specialty or knowledge that you may have!"

Remember. If you want a steady stream of new customers and clients every month, never ending, then the advertising and marketing of your business should be of vital concern. In business, the best advertiser is the winner, that's it! Solve your marketing problems and you solve your sales problems.

But of course this is not to imply that you can offer an inferior product or service and still succeed. We already assume that your offer has great merit and that you truly want to serve your customer, clients, and community. But if you don't have any customers, what good is all that?

THE CALL TO ACTION!

Another equally important fact to remember about your advertising is this: "You cannot succeed with advertising that just gets your name out there. It has to motivate the customers to take action and contact you."

You've seen the ads. They're cute, clever, and they look kind of nice. But you look at them and can't really understand what the company advertising wants you to do. When there's no "call to action," you don't get any action!

Always make sure that your advertising has a call to action. For instance, have your prospects: Ask for more information, receive a free media kit, get a free quote, make a purchase, etc. And, always have at least three easy ways for your prospects or customers to respond. These include a toll-free phone number, postage paid mail, fax, online ordering, and/or email. It is very important that you spend the extra dollars to make sure that you have these options. It is proven that ads with a call to action and easy ways to respond will pull better than other ads by up to 500%!

SELLING DOESN'T WORK?

Let's face it. The idea of twisting someone's arm and forcing him or her to buy is another "myth." If a person doesn't need or want your products or services, or he or she is just not in the position to purchase, then you are wasting your time. You must either have great advertising that targets the best possible prospects, or have great advertising that "finds" these prospects and customers for you.

Imagine walking down the street in a busy city, and confronting every single person you meet and making your "pitch." Would you be successful? There are thousands of street vendors out there and they don't seem very wealthy. But, what if you could target (almost magically) the one in a hundred people that need and want your business today? Then you would be very successful! And that's what great, targeted advertising can do for you.

In order for your advertising to succeed, you need to do the following:

1. Have a well-planned strategy.
2. Identify your customer.
3. Find your customer.
4. Put an offer in their hands that they need and want.
5. Give them an easy way to respond.

When you do these five things right, you'll get a steady stream of new qualified customers ever time. And, when you have a steady stream of these new qualified prospects every day, it won't matter when you get a few "that just aren't ready." You'll get them next time.

It sounds easy, but it really isn't. You need to know exactly what you are doing. And there are at least five other important factors to each of the points listed above. Only someone who does it for a living and has done it hundreds of times before should be helping you. It is that important.

SELECTING THE RIGHT MEDIA!

This now brings us to the purpose of this guide—getting your message out using the right media. Do you run a space ad or a series of radio spots? Drop a direct mail piece? Get a full page Yellow Pages ad? How about TV; will that work for you? Or what about spending a small fortune on Internet marketing? You've heard that works, or does it?

How do you really know what works if you've never done it before? The sad truth is that many businesspeople are turned off by advertising because they have done it themselves, and done a poor job of it too! We hear it all the time: "I tried a mail flyer once...," and "My ad didn't pull very well when I ran it..."

Well, if we tried to do things around here that we really didn't know how to do, those things probably wouldn't work for us either. For instance, we at Surefire Advertising don't try and fix our air conditioning system here in sunny Florida, nor do we attempt to do our own legal work. If we did, the professionals who "do it for a living" would spot our amateur work instantly, and show us where we went wrong. In addition, we most likely would "botch" the job and end up spending more money than if we hired a professional in the first place.

GET A PROFESSIONAL!

As with any service, you need to get a professional if you want it done right. And advertising is no different. Unless you know exactly what you are doing and are totally confident in your marketing decisions, you may be wasting your money if you do it yourself. Even if you don't use us, get an advertising and/or marketing company that you can trust and feel confident about. That way, you can concentrate on serving your customers while the ad agency sends them your way.

At Surefire Advertising, we want you to think of us as your own in-house ad agency, an extension of your business. We're here to help you make the right decisions with your advertising. And we're always just a mouse-click or toll-free call away (1-888-41-AD NOW [888-412-3669]). So, when you have an idea, a new product, new service, or anything else that you want to get in front of your customers, simply contact us. And we'll help steer you in the right direction, and create the advertising that makes your vision a reality!

We'll tell you what works, and what doesn't. That alone will save you thousands of dollars!

EXPERIENCE COUNTS!

We have been involved with (and created) ad campaigns that reached more people in one week than drive-by customers, walk-ins, word of mouth, or repeat business could in a decade! We've created hundreds of successful ads and broadcast spots. And we've sent millions of mail pieces. In addition, we've been involved in almost every type of advertising media available—from print, to e-marketing, to outdoor ads, and more.

ADVERTISING DOESN'T COST YOU. IT MAKES YOU MONEY!

And advertising doesn't have to cost you anything. In fact, it makes you money. And that's how you have to approach it. Not, "Oh no, I have to advertise" but, "Oh yes, a great chance to get more paying customers"! In the end, you will want your ad campaigns to produce at least twice what you put into it, or more. If you spend \$10,000 on an ad campaign, it should pay you back your investment plus an additional \$10,000, \$20,000, \$30,000, or more. That's how the big companies do it, and they aren't afraid to spend on their advertising because they know that they get the best return, and that there is just no other way to do any better.

If you want to get more business in one month than you do in a year, you have to advertise. If you want to pull ahead of your competition, you have to advertise. If you want to work less but make more money, again, you have to advertise!

We have always found that an educated client is the very best kind. So we want you to know all of the creative and profitable ways that there are to help you sell your products and services. Successful advertising is one of the most exciting components to running any business. It makes your life easier, gets you more customers, allows you more free time, and makes you more money. And after all, isn't that why you have your own business in the first place? Let's get started!

Logos

You need a logo that "gets attention. Let us create one for you... *at a great price!*

What you need

Logos are great! Every business needs a logo that can be branded and become identifiable with their company, products, and services. Your logo is the single most distinguishable communication of your business. A great logo will instantly identify you and tell your customer all about you.

What we do

We take the information that you give us and create a logo for your company that truly helps to sell your products and services. This is not a cheap, 24 hour, or clip-art logo. We're talking about a first-rate, custom logo for your business. A logo that makes a difference! And we'll do this for you at a great price.

Logos at a great price!

At **Surefire Advertising**, we'll create a wonderful, memorable, meaningful logo for your business that gets attention--at a great price!

But more importantly, we'll show you how to use it with your advertising to maximize your sales and profits.

Our full service custom logo programs start at just \$249.00. For this you get 4 "looks". You can then decide which direction that you want to go in, and we'll finish the job. Additional touch up is billed at our regular graphic design rate.

This is a great way to get your logo. And most logos that we do still come in at well under \$500.00! In fact, you may choose a logo out of the 4 "looks" that we give you. Either way, we'll create a wonderful logo for you. But just as important. We'll show you how to use your logo as an additional marketing tool that helps to grow your business.

All we need to get started is \$249.00, and you can pay by check or credit card. We will then send over a questionnaire so that you can tell us a little bit more about your business and what you want to accomplish. Then we'll get to work. In about a week, you'll receive up to 4 "looks" for your logo. You can choose one of them, have one "touched up" or, start again.

PRINT ADVERTISING:

Print ads are the "backbone" to many businesses, and it will always be that way. A great print ad can inform your customers about an upcoming sale, announce a new grand opening, tell your customers about an overstocked situation, sell a product directly (as in mail order), or just let your customers know that you are in business!

The most popular forms of print advertising are:

1. Newspapers.
2. Magazines.
3. Yellow Pages.

Between these three major print media, there are literally thousands of publications from which to choose. So, which one do you choose? It all depends on your offer, your price, and your timing. Let's look at the pros and cons of each of these media.

Newspaper ad pros:

- Ability to run quickly, usually in a matter of days!
- Reach a broad audience!
- Ads are available for every size budget (depending on the newspaper's circulation and ad size)!
- Usually inexpensive to produce!
- Create excitement and expediency!
- Great for mail order!

Newspaper ad cons:

- Can't "target" your customers.
- Often can't use color.
- Short shelf life.
- Ad runs can be affected by news cycles.

Newspapers are great if you have a local business and are advertising to a large, general audience. They're also great if you have a mail order product and want to advertise in large cities where you are not physically located. But if you are selling a specific product or service to a very small, "targeted" customer base, newspaper advertising may not be the best medium. However, there are always exceptions. In the end, if your ads are profitable, that's all that matters.

Magazine ad pros:

- Allow for "targeted" advertising!
- Allow for full-color advertising!
- Can be affordable for most budgets!
- Longer shelf life than newspapers!

Magazine ad cons:

- Long lag time (usually two to three months between insertion and run dates).
- Most magazines have smaller circulation than newspapers.

Magazine ads are great for specialty items that you want to "target" to a certain market and customer. As long as you can handle the "down time," you can do very well with magazine advertising!

Yellow Pages ad pros:

- Your customer is already looking for your product and/or service!

- Allow for full color, creative advertising!
- Long shelf life!
- Large circulation!
- Relatively inexpensive and a great return on investment (ROI)!

Yellow Pages ad cons:

On the expensive side and once you are in, you are in for a year.

The fact is, Yellow Pages advertising can be one of the best advertising sources available and should be a part of every local ad campaign. If you want the best success, get the biggest ad that you can afford. But remember this: Don't let the Yellow Pages people design your ad! They really don't care about your business's success, they just collect the money. Although they offer free design services, they're not very good. And as the saying goes, "You get what you pay for." Get a great advertising and design company like Surefire Advertising to create an ad for you that really stands out! It doesn't add too much to the overall cost, and you'll get a much higher response rate.

So, whether you do a newspaper, magazine, or Yellow Pages print ad, it pays to get it done right. At Surefire Advertising, we put together winning print ads every day. Contact us (1-888-412-3669), and we'll discuss producing an ads) for you.

In the meantime, here's a great example of a print ad that we produced for a client that got a 300% increase in responses!

The following example is a case study from the Surefire Advertising archives. You will see where we made improvements that led to a 300% increase in the response rate from this company's Yellow Pages and print ads!

The company is a carpet cleaning service called Kings Carpet Cleaning (name is fictitious, but story is real). The following is the original quarter-page ad the company used for both Yellow Pages and local print media. It began with the heading "Kings Carpet Cleaning," followed by a short list of services it offered. It had one photo of the company truck, followed by contact information, phone numbers, and address. This typical Yellow Pages ad was produced by Yellow Pages staff. The company received calls and the ad was somewhat profitable, but not nearly as profitable as it became once some changes were made!

The problem with this ad was something we see every day. It had NO BOLDNESS, IMPACT, OR PUNCH! In fact, this was the type of ad that ONLY someone who was desperately in need of the services offered would even consider. We call this type of ad a "lottery ad," which means you merely get the customer that goes through the pages of the book and uses the first company that answers its phone and provides a reasonable quote. It's like a lottery because it's based on luck.

YOU WANT AN AD THAT PULLS YOUR CUSTOMERS IN, WITHOUT GIVING THEM THE CHANCE TO PASS YOU BY!

HERE ARE THE CHANGES THAT WE MADE:

Always go with a bold, strong, eye catching heading, like the one we wrote for this company:

"YOUR CARPETS WILL NEVER BE CLEANER, FRESHER, OR NEWER LOOKING. I PERSONALLY GUARANTEE IT." CALL US NOW!

- Ben E. King, Owner

This heading took up 1/4 of the ad! Get the point? We want to grab their attention right off the bat. If you were looking for a carpet cleaning company and saw that statement, would you pass it by?

Don't open with the name of your company. The prospects don't care what your name is yet. They'll get that when they look at the rest of the ad. Instead, use the valuable ad space to TELL THEM WHAT YOU WILL DO FOR THEM! That gets their attention. In this case, we tell them right up front what we will do for them (get their carpets cleaner than ever before), and we follow it up with a personal guarantee by the owner of the company. Again, if you saw this ad, wouldn't you take a closer look with that heading jumping off the page at you?

We then added another "surefire" touch in the form of a new photo. The old photo only showed the side of the company truck. But we learned the company had recently purchased a \$15,000.00 carpet cleaning machine that mounted inside the truck and was state-of-the-art! Why hide it? It's a great selling tool. So we took a professional high quality photo of the truck with the doors open, and a close up of the exciting new equipment. We then added information about the equipment--the fact that it was the newest "state-of-the-art" equipment, etc. The customers may not know what it is, but they sure know it's something special that they must get!

In addition, our client has been in business long enough to have some very satisfied customers who were more than happy to submit a testimonial about the company's great service. We included four of these. They were short and to the point. Why so many? To drive the point home, overwhelmingly!

We then added the usual contact information, etc., with some additional new graphics for impact, and BANG! We went from an ad that was producing 100 calls per month, to a new ad that leaped to over 300 CALLS PER MONTH! And the client didn't have to spend a penny more on his ad (except for our services, which were only about \$450.00)!

There you have it. A few simple, but overwhelming changes to a plain looking Yellow Pages ad that made a 300% difference in the response rate!

HERE ARE 10 IMPORTANT PRINT AD TIPS TO REMEMBER:

1. Always be bold, and use as bold a heading as possible in your ads! (We can't use large, bold, color type in this email, but you should use it in your ad!)
2. Include your company logo. A clean, strong logo lends credibility and can be a nice graphic element!
3. Never be afraid to say what you mean, and to back it up!

4. Don't waste precious ad space with information that is meaningless to the customer, even though you think it may mean something to you!
5. Look for the uniqueness of your products or services, and bring them to the forefront of your advertising! Tell them what makes your company better than the competitors!
6. Positive testimonials lend credibility. Use them!
7. "A picture is worth a thousand words." Use clear, professional photos to convey the quality and uniqueness of your product.
8. Always "look the customer in the eye" and ask for the order. Include a call to order in your ads!
9. Give the customer a choice of ways to contact you, including address, phone and 800 number if applicable, email address, and via your website!
10. Always offer a strong guarantee if applicable!

Now, try these surefire advertising techniques in your Yellow Pages or print ads and you'll get an increase in responses as well!

DIRECT MAIL CAMPAIGNS:

Would you spend \$10,000 this month to make \$100,000 in the next six months?

It's Possible With Direct Mail!

Not junk mail, bulk mail, or cheap offers that stuff people's mailboxes. **Direct mail is a precise, well-crafted, irresistible offer that targets prospects and turns them into customers.** This increases your leads, your customers, and your sales!

Properly applied, direct mail is, and always will be, one of the best and least expensive ways to create and keep customers for your business. When you blend the right offer with the right person, you get a **surefire** paying customer every time!

The key to successful direct mail is writing, designing, and targeting your offer and/or services in such a way as to make them irresistible, understandable, credible, applicable to the recipient, and easy to respond to.

When this is accomplished, you can be sure that your direct mail pieces will be profitable. And, you can build a huge business just by using direct mail.

\$100,000 in six months?

Now \$10,000 is a lot of money right? But if you made over \$100,000 that would be a fantastic return on your investment wouldn't it? But what investment allows for you to test the waters before you take a big risk? The answer? Direct mail!

Here's how it works. Suppose that we put together a beautiful full-color, effective mail campaign for you and we mailed it out to just 10,000 targeted prospects.

If you received a 1% response rate, you would have 100 new leads, prospects, or customers.

If you converted just 25% percent of these new leads, prospects, or customers, you would get 25 "sales." If each "sale" had only a \$500 lifetime value (LTV), that would be a whopping \$25,000 in gross revenues!

If they had a LTV of \$1,000, it would be \$100,000!

Or how about \$2,500? That would make the LTV \$250,000!

And your mail campaign including concept, design, copy, printing, processing, and mailing would be under \$5,500 if you use Surefire Advertising!

How is that for a return on investment? Now imagine if you got a 2, 3, 4, or 5% response rate or more. What would that do for your business?

Of course you could get a lower response rate. But we try and design your campaign to be profitable, even if you only get a .5% (half a percent) response rate. This is unlikely, however. You know your prices and you know what you make. Do the math. Can direct mail help you? Most likely, the answer is "yes!"

We could even put together a smaller test for you if your budget needs it. You see, it really doesn't matter how small the test is (although under 2,500 pieces is not recommended) the idea is to get a percentage of responses, and then proceed to larger and more profitable mailings!

And once you have a campaign that works, we keep running it for you. This gives you a never-ending source of new leads, prospects, customers, and sales! With a quality direct mail campaign, it's possible to grow your business like never before.

Here are 10 questions you should consider before planning your next direct mail campaign:

- **Do you know the proper use of paper and printing, to save money and maximize impact?**
- **Do you know the proper use of postage and postal rates to best ensure your profit margin?**
- **Do you know the best day of the week to send your mailing for maximum impact?**
- **Do you know the one thing about your offer that will make your customer's respond?**
- **Do you have the right opening line that will grab their attention in the first five seconds?**
- **Do you have the proper blend of copy, photos, and graphics to ensure that you're getting your message through?**
- **Do you know which lists to buy and what to pay for them?**
- **Do you know what your responses mean and how to track your results?**
- **Do you have at least three ways for your customer to respond?**

- **Have you planned and implemented hundreds of successful mailings in the past?**

If you answered “no” to any of these questions, it could be the difference between the success and failure of your mailing. So let us do it. It will be easier for you, and our experience will make your success rate much higher. And, you'll save money even when you factor in our fees.

We can create your direct mail piece from concept to mailing. And we'll be there to help you track your results and also make improvements for even greater responses.

So, send back your questionnaire and any other questions that you may have. We'll put together a solid estimate and proposal that will include some concepts and designs that will make your direct mail campaign the best that it can be. And we'll do it for the best possible price!

“Direct Mail. It just may be the advertising campaign that gives your business the boost that you've been looking for!”

Direct mail will always be one of the best advertising and marketing tools available to any business owner. No other source of advertising allows for more precise market “targeting” to a prospect, client, or existing customer! And no other source of advertising allows you to “hand pick” the exact customer that you want to reach with your message (e.g., demographics such as city, income, housing, sex, employment, age, etc.). Virtually everything about your prospects can be targeted by direct mail. And no other form of advertising can do this for less money than direct response mail!

In fact, it's hard to lose money with a good direct response offer. Now that doesn't mean that just anyone who puts together a cheap, Xeroxed, ineffectively written, and poorly distributed mail piece will be successful. To the contrary; they will not succeed. However, if your direct mail piece is professionally planned, designed, and implemented, with every conceivable factor considered by experienced direct mail experts, then your success rate sky-rockets!

HOW MUCH DOES DIRECT MAIL COST?

We can put together a winning direct mail campaign that will only cost about .35 to .65 cents per piece depending on how many you send. This includes printing, postage, presorting, mailing, and tabbing. Our design and campaign planning services are extra of course, but they're usually a one-time cost and are well worth the price when you see the response rate that we can get you.

Now, let's look at a few direct mail success stories and see how they pertain to you!

An excellent and stylish restaurant that is open for “brunch only” has one problem—NOT ENOUGH CUSTOMERS! The owners have tried signs outside their restaurant, small display ads in the local papers, and some poorly done direct mail. In the end, all they have done is spent a few thousand dollars and gotten a handful of new customers—not enough to make a big difference.

So, they came to us. We immediately stopped all of their ineffective advertising. Instead, we concentrated on an area that was no more than two square miles from their restaurant. We then designed a stunning, unforgettable direct response mail piece that pointed out the uniqueness of their restaurant and its brunch only theme. They had not been stressing this important "selling" fact!

Remember, it is vitally important in advertising to "pull out" the unique aspects of your offer. Customers have to know why they should buy from you! We added an irresistible offer to enjoy a "first time brunch" on the house! (They had only been offering a free cup of coffee!) This built excitement and got the customers in the door. Once there, they realized that this was certainly an exciting place to dine.

Results? The response was overwhelming. Now the restaurant is doing so well that it can scale back its overall advertising and just do "maintenance advertising."

This is a great example of extracting the "uniqueness" of an offer and using direct mail to bring it to the attention of customers that never knew they would need or like a particular service until they tried it. And, the owners didn't have to spend any more on their advertising than they were already spending!

DIRECT MAIL CAMPAIGN'S WORK GREAT FOR:

1. Restaurants!
2. Medical and legal services!
3. Retail businesses!
4. Real Estate agents and brokers!
5. Mortgage lenders!
6. Mail order marketers!
7. Auto dealers!
8. Service businesses!

And many other types of businesses!

Can you use direct mail to increase your leads, your customers, and your sales? We think you can. Contact us today and let's see if a first rate direct mail campaign is right for your business.

RADIO ADVERTISING:

Everyone loves and responds to a great radio advertisement. Radio is a terrific medium and should be an overall part of your media "mix." Radio is great because it usually plays to a "captive" audience, and gives you the chance to get your message to this captive audience. To be successful, a radio ad must do the following:

1. Capture the listener's attention!
2. Have an emotional edge to the offer or message!
3. Be entertaining. It is radio after all!
4. Include a strong "call to action"!
5. Have a frequency of at least 15-20 times per week.

Radio ads are commonly done in 30 and 60 formats. Thirty-second commercials work best for sales messages, and 60-second spots are best for product sales. Any time

you include a call to action and our contact information (Phone number/Web address) you will need a 60 second commercial. It will take 12-15 seconds to give out the information. This leaves just 45 seconds to sell your message in a 60 second spot, and only 15 seconds in a 30. As you can see, the 60 second spot is the only way to go for this type of advertising.

Radio spots can be purchased locally or nationally and can be very inexpensive to run. Many spots are in the \$15 to \$25 range if they are on smaller stations and not in "drive time," and can go up to \$75 to \$300 per spot on more popular stations. And on popular syndicated national shows, spots can run up to \$10,000 per minute!

All that matters is, "do my spots make money?" In the end, it doesn't matter if you spend \$10 or \$10,000. If the spot makes a profit, it's money well spent.

But what if you just don't have enough money for the large radio buys? No problem. You can always start small, and grow.

We can put together a great 30 or 60 second spot starting at only \$495. This includes script, voice-over, production, and editing. We can then buy some "fringe" time and weekend spots at reduced rates. Once we see that you have a winning spot, we can increase the buy and move you into more popular "drive times" After that, we move into larger markets and then go national! If your spot works well you can "pyramid" your profits and keep on growing. That's how the successful marketers do it!

We can get you started for as little as \$1,000, and that includes your first round of spots on some local stations. This way, we can see if the spot is pulling and then roll-out from there.

Radio can be effective for the following businesses:

1. Retail.
2. Legal.
3. Medical.
4. Automotive.
5. Service.
6. Mail order.
7. Restaurants.

TELEVISION ADVERTISING:

Television advertising has become a very popular form of advertising, and small marketers can now benefit from TV in their local markets, or on newer national cable networks.

TV isn't right for everyone, But it can be one of the strongest tools for local advertisers and mail order marketers. If you have a product or service and you want to make a great impact, TV can be the way to go.

Surefire Advertising has been involved in some very profitable television spots, like: American Eagle Silver Dollar, Restmaster Pillows, TaxTackler Software, Cord Cover, and more.

These 60 to 120 second spots were run on national cable, independent stations, and local "cable avails" We've had great success with TV ads and we can show you how to be successful with TV ads as well.

Production costs:

This can of course vary. You can spend as little as \$1,000 for a 30 or 60 spot, or as much as \$20,000 or more. It all depends on production. Video is cheaper than film. Still shots are cheaper than live action. And all costs should be carefully considered.

So, if you get a 60 second commercial made that uses mostly still shots, a great script, voiceover, and call to action, you can probably do it for a couple thousand. It may cost a little more for live actors with no lines.

But if you use on-camera talent with speaking parts, and use film instead of video, the price will go up, of course.

The bottom line is you can get a commercial that can be very profitable, and you can do it within most budgets. Look at this example:

In the early 1990's some of our partners put together a :90 spot for the American Eagle Silver Dollar. You may have seen this spot, as it was a regular on CNN (Cable News Network) and is still the only direct response TV commercial to feature a living U.S. President, Ronald Reagan. It opened with the President signing the bill and then faded to the main body of the spot showing the coin slowly turning as the voice-over was heard. The partners were able to use the film clip of the President because it was the actual bill signing that created the silver dollar. This was considered "public domain" so we didn't even have to pay for it!

The total production costs for this 90 direct response commercial were under \$6,000. Yet the commercial did over \$5,000,000 in sales during its three year run!

And, here's something amazing about advertising and the power of targeting your market. When we ran those spots, the average commercial sold about 75 orders, or 225 silver dollars per spot, which was great. The spots made money every time they ran. However, in January of 1990, Mr. Reagan was a guest on Larry King Live. A helpful "friend" in the media department of CNN loaded our commercial and ran it during the first break in the program. Are you ready for this? We sold over 1,100 orders, and 3,000 silver dollars. Can you believe it. That one spot grossed over \$82,000, and the spot only cost us \$660!

What businessperson wouldn't have spent that first \$6,000 to be a part of that wonderful, profitable commercial spot?

TV PLACEMENT COSTS:

Well, the days of \$660 spots on CNN are long gone. In fact the same spot today would run over \$5,000. But again, It really doesn't matter what your spots cost if they make money.

So, if you want to do TV and you don't have a lot of money, you need to do a lower cost spot in the \$1,500 to \$2,500 range. And then you need to test the smaller market independent stations. These can run anywhere from \$50 to \$500 per spot or more. You also need to buy what is called "fringe time" This is the late evening or early morning. You don't have as many viewers, but the costs are lower. You can then look at the cost per thousand (cost to reach one thousand people) and run more expensive spots if your numbers are working.

We also recommend "local cable avails" This is when the cable stations break, and the local cable companies can insert a commercial just in their area. You can even buy a specific neighborhood this way. This allows you to target a market and pay only a fraction of the national rate. We've made a fortune this way. The rates for local cable avails can be as low as \$10 per spot and go up from there.

You see, you can do TV! Even though you may have thought it was out of reach. But as usual, get a very good company to help you with the script, production, voice over, end-tag call to action, and placement. Otherwise, you may spend a lot of money and have nothing to show.

Surefire Advertising is the one to contact when you want to know more about your TV campaign. After all, we've done it before!

DIRECT RESPONSE MAIL ORDER:

If you have a product to sell or a service to offer, then direct response "mail order" could make you a fortune. If you do it right! And doing it right is very important. Here's why: You may have seen the guys on TV selling courses on how you can sell your products and services via classified ads, don't believe it. While it may be possible that you become the one in a thousand who makes money this way. More than likely, instead of making money \$50.00 at a time, (like the infomercial says) you'll be losing money \$50.00 at a time.

But it doesn't have to be this way. The truth is mail order is one of the most thriving and enduring businesses in America today. And mail order is one of the most pleasurable businesses that you can be in if you avoid the common pitfalls.

These pitfalls include, but are not limited to the following:

1. Bad pricing.
2. Ineffective copy.
3. Poorly photographed products, etc.
4. Not enough testing.
5. Wrong media for the offer.
6. Paying too much for advertising space, etc.
7. Poorly planned ad.
8. Ineffective "call to action."
9. Ineffective response mechanisms.
10. Not spending enough on good advertising!

Get any one of these wrong and your deal may not be as profitable. Get any two or more wrong, and you're doomed. You see, it's like anything else in life. You have to know what you're doing, and, you get what you pay for.

That's why number ten is so important. "Not spending enough on your advertising." This means that if you are trying to sell something un-original, or available everywhere. And you are also doing it at the lowest cost (or free) to you. Chances are overwhelming that it will be a flop.

We're sorry to tell you this, but it is the truth. If you have a product or service that you believe in, then you are going to have to spend money to promote it! And if you don't, your customers will simply ignore you.

Let's look at it this way. If someone told you that they could "Teach you how to make more money" And then they showed up in a beat up 20-year-old car, with no insurance, would you feel confident that this person knew what they were talking about? Now, what if that same person drove up in a new Jaguar, paid for in cash? See the difference?

It's kind of like that with your mail order advertising, or all of your advertising for that matter. If you don't believe in what you are selling or offering, why should your customers? We are not saying that you throw good money away on a lark. We're saying that if you truly believe in your products and services and you want your customers to believe too. It starts with the quality of your advertising.

The next most important factor is number 4: Not enough testing! Testing is the means in which you see what ad, or mail piece works the best, and where. You then "roll-out" with the best ads, in the best medium! This saves you a lot of money and headache.

WEBSITE AND E-MARKETING:

No other single idea in history has changed the way we market our products and services the way the Internet has. Just within the last five years so much of what we know has changed. In the beginning, all you had to do was be "online" with your business, and you were "in business." Smart marketers made a fortune at this time, and many are now retired, at age 35!

But things have settled down, and while the age of the Internet boom has somewhat tapered off, it's still very important to have a web presence. But, now that the dust has settled, one thing is certain. Traditional advertising is making a comeback and prevailing once again as the dominant form of marketing.

Yes, there are great ways to market online, and we use several of them. But as you all know. A lot of e-marketing is overused, overpriced, becoming illegal, or just not credible anymore.

Every business should have a website. It's like having a business card, you just have to have it. And a great site is pretty easy to come by these days, and less than half of what they cost a few years ago. But once you have your site, you need to get customers to it. There is no doubt that there are terrific ways to advertise on the web. And like we mentioned, we use them too. But please don't think that you are going to get customers and sales with huge "cheap" junk emails, junk spam, or junk "freebies" It just won't work.

We have a saying around here, "it's inexpensive, because it's cheap!" Don't try and go cheap. Instead, go affordable. Get the best quality type of advertising that you can "afford," then test and grow. And this includes your e-marketing as well.

Here are a few e-marketing areas to stay away from:

1. Email spamming.
2. Cheap email "campaigns."
3. Anything "free."

And here are some really good e-marketing areas that you will want to use:

1. Pay per click advertising!
2. Quality pop-ups!
3. Email marketing to your own "opt in" lists!
4. Good search engine placement!
5. AOL Yellow Pages!
6. Fly-ins!

There are a few others, but these are all really the best. They are not over priced, and if you have a good product or service offer, they can drive a lot of traffic to your site. But of course once there, your customer has to be motivated and inspired to contact you, and or purchase. So you still need great copy, and a compelling offer.

But! There is one problem with Internet marketing. It's too easy. That's right, too easy! It's too easy for your prospective customers to check out your site. And too easy for them to just "take a look, and keep on going." That's one of the problems. Now don't get us wrong, you will get customers with Internet marketing. We do every day! But if you want to really ensure your business's success, you need to do a media mix, and add other traditional forms of advertising, such as; Direct mail, radio, print, Yellow Pages, outdoor, TV, etc.

You see, if customers find you because your site was put right in front of them, that's great. While they may not need your products and services at that time, at least you had the chance to make your offer. And, you will get some customers if your site, offer, copy, etc., are first rate. However, if a person logs on to the Internet, specifically to go to your site—because that person wants to learn more about you, your products, and your services—isn't that person a better prospect?

Of course! And you will want to have as many of these great prospects as well. Every study shows that these prospects become customers almost 20 times more than with Internet advertising alone! So you do it all—Internet marketing and traditional advertising that gets people to remember your site and log on. The rest is up to you.

BROCHURES/MEDIA KITS:

The brochure is like your business card. You must have one. Your print materials should be on the best quality paper and printing that you can possibly afford. If you were going on a date with the person of your dreams, would you wear your cheapest, dullest clothes?

Remember, you're promoting your business with everything that you do. Don't lose the opportunity to convert a prospect into a client—or keep a customer or client coming back—because your brochures are just not up to speed. Your brochures, your cards, your media kits, all of your print promotion materials, should be selling your products and services for you. And they should pay for themselves many, many times over!

In addition, a great companion to your brochure is your sales/media kit. The sales/media kit usually consists of the following:

1. Custom designed outer envelope 10" x 13"
2. Custom designed pocket folder with insert for business card.
3. Custom designed 4-8 page brochure stitched "book-like" into the pocket folder.
4. Cover letter.
5. Various inserts, etc.

When used together with a great brochure and direct mail piece, the sales/media kit can be a "slam dunk" when it comes to creating new leads and sales.

We create great brochures starting at just \$695, and media kits starting at only \$995! This includes, copy, design, images, the works, and not only do they look great, they sell for you as well.

We can also handle the printing of all of your brochures, sales/media kits, and direct mail pieces, and our prices are very competitive. However, we only use the highest quality paper and presses for our client's print jobs.

CLASSIFIED LINE ADS:

Contrary to popular belief, and some infomercial sales people, classified line advertising is not a good source of advertising. In fact, it's not really "advertising" at all, it's bottom feeder fishing. However, there are some ways to make it work. We highly recommend classified DISPLAY advertising! This is where you have a one-inch to four-inch column ad and create a "display" box for it. When you add a great offer, copy, graphics, design, and a call to action, you can have a really profitable ad for the money spent.

But, as always, don't do it yourself. Get a great ad agency like Surefire Advertising to do it for you. We'll tell you what works, put the ad together, and run it for you at the best possible cost!

AD PLACEMENT:

So now you have your ads, but what do you do with them? You could try and place them yourself, but do you know the following?

1. The lowest and best rate that the publication will accept?
2. The best place to "be" in the publication?

3. The best weeks or months to advertise?
4. How to get the "stand-by" rate?
5. How to get the best "discounts"?
6. Where and what publications to run in?

At Surefire Advertising we'll research your advertising needs for you. And then we'll find the best publications to run your ads. We'll then negotiate the price and get you the best rate possible. This way, you get a more effective ad rate, and save money—even when you factor in our fee.

But, of course you must start with a great ad. We'll do that too.

SUMMARY:

To summarize, you need the following if you are going to beat your competition, get more customers, get more sales, and successfully grow your business:

1. You need to understand that advertising is not "Free" and that cheap ineffective ads are not ADVERTISING. They're bottom feeder fishing. You won't find good customers there, and you won't make much (if any) money from them.
2. You have got to put the advertising and marketing of your business in the forefront of your business plans. It cannot be an "after thought" and be effective. It is your business's life giving air!
3. You must think of your advertising as a net gain, and a needed expense. When you get a return for every dollar spent on your advertising, it becomes your best investment!
4. You must have professional and effective advertising that sells!

If you want your advertising to pull better and get a 300% or better response increase to your advertising, contact us! We have the experience and know-how to make your sales explode. We care about our clients and our prices are some of the best in the business. Contact us today at 1-888-41-AD-NOW (412-3669). You'll be glad you did!

WHAT YOU NEED TO PROMOTE YOUR BUSINESS, SELL YOUR PRODUCTS & SERVICES, AND MAKE YOUR SALES EXPLODE!

Well, now we are near the end of this free advertising guide. We hope that it has helped you. And more important, sold you. We hope that it has sold you on the idea of just how important your advertising is to the success of your enterprise. No other single item is more important to your business than successfully advertising.

Let's start with the basics. Do you have all of the following?

1. A great logo that instantly promotes and brands your business?
2. A business card that gets attention?

3. A brochure (or set of brochures) that actually promotes and sells your businesses products and services?
4. A sales/media kit. Something that your customers and clients can have that includes; cover letter, brochures, samples if needed, photographs, testimonials, etc?
5. A great website with effective internet marketing?
6. Inserts. These are usually one page sales letters that you can have done quickly to promote a sale, make a new offer, or do a follow-up with?
7. Cover letters to accompany your print material?
8. Radio commercials to run locally or nationally?
9. Television commercials to run locally or nationally?
10. An effective and well-planned long term advertising campaign?

Every successful business will have all (or most all) of the items listed above, and each of these items need to be thoughtfully and professional written, designed, printed, or produced. It is very important that they just don't "exist," you want them to sell!

HOW TO ADVERTISE!

The following is a media mix of what it takes to really promote your business:

1. **Direct Mail:** You will want to do some direct mail campaigns to targeted customers. This is still one of the best ways to reach new clients and customers with your message. Done correctly. You get a flood of new customers for pennies on the dollar!
2. **Yellow Pages:** You will want to have the biggest and the best Yellow-Pages ad that you can afford. If it is written and designed effectively, it will pay for itself many times over. And, it shows your customers that you are solid, and here to stay!
3. **Print materials:** Brochures and sales/media kits!
4. **Print ads:** Print ads that run locally or nationally. A great, well written, well-designed, print ad campaign, will boost your business and your sales. And keep you at the top!
5. **Radio:** You will also want to add some radio to your "media mix" This can work as a "stand alone" advertisement, or accompany a larger campaign.
6. **Television:** Television is magic, and can work well for most businesses. It's also a lot cheaper than most people think. Perhaps TV can work for you. This is great for services as well as product advertising!

7. **Internet:** You need to utilize the best, most effective forms of Internet advertising!

That's it. Do all of the above effectively and you could become a fortune 500 company! But we understand that you may not have the budget, or the need to do it all. That's okay. The best thing to do is to examine your advertising needs and goals, and then choose the best advertising venues for you.

And that's where Surefire Advertising is your best bet. We have the knowledge and experience to help you choose which advertising is best for your situation, your budget, business, and offer.

CONTACT US!

Contact us today. We can "tailor" your advertising to fit your budget and get you your maximum results. And remember this; "It's less expensive and more profitable to use our services, than to do it yourself."

Why wait? Let's get started today! All you have to do is contact us. Contact us, and tell us what your business advertising goals are. And then we'll tell you how to reach them!

It's easy. Email us at: **Info@Surefireadvertising.com**

Tell us a little about what you want to do. We'll send you back additional information and a short Questionnaire. This questionnaire will help us to further evaluate your advertising and marketing needs. When we get it back from you, we'll put together some ideas, plans, estimates, and a proposal that will surely make your sales soar! And then it's up to you. This service is free, and you are under no obligation of course. But you will want this information as it will tell you exactly what we think you will need, to get you started on the road to more customers and more sales!

Or, if you want to speak to someone today feel free to call us toll-free anytime from 9am-5pm EST: **1-888-41-AD-NOW (412-3669)**.

Either way, you'll be glad you contacted us. It would be our pleasure to get you on track with your advertising. And hopefully, you'll be a client for many years to come as we help you to grow and profit through more effective advertising and marketing!

Contact us for the following:

- Brochures,
- Print Ads,
- Direct Mail Pieces,
- Radio Ads,
- Direct Response Mail Order Offers,
- Sales Letters,
- Media Kits,
- TV Spots,
- Ad Placement,
- Website Development and Marketing,

- Copyediting,
- Complete Campaign Implementation,
- And More!

We receive a lot of positive feedback from our advertising guide. And it's our pleasure to offer this FREE service to the thousands of surefireadvertising.com website visitors. Hopefully, it will help increase your sales. So contact us today, and we'll help improve your sales too!

SUREFIRE ADVERTISING

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Email: Info@Surefireadvertising.com

Toll-free phone: 1-888-41-AD-NOW (412-3669)

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<http://www.SurefireAdvertising.com>

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Due to the variables involved with any advertising campaign it is impossible to know what the results will be. And of course we can make no guarantees as to what your response or income rate will be.

However. We do have a long, proven track record of successful mail campaigns. And you have our assurance that every effort and experience that we have will go into the design and implementation of your campaign – Surefire Advertising