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“How To Increase The **EFFECTIVENESS** Of Your Advertising Without Increasing Your Budget”

Abstract:

No other force can increase your sales so dramatically as advertising. It has the power to transform your small business to a big business overnight. The right campaign can double. Even triple or quadruple your sales. But not all advertising is effective and produce the results you expect and need. Just as quickly it sweeps one business to success, it can leave another in shambles. Unfortunately, the world is full of products and services that fail. Many of them are of fine quality but due to unsuccessful advertising and promotion they do not make it in the marketplace. That's why every dollar you invest in advertising must have maximum sales power. Many successful ad campaigns start with a single winning ad. In fact, many very successful campaigns are based entirely on the success of a single ad. But to make it all work, you need the right know-how because the idea, the words, the presentation... everything has to be right. In fact, two out of three new products are discontinued within the first year due to lack of sales. With worthwhile new products, the main difference between a failure and a multi-million-dollar success is how its advertised. You can dramatically add customers and increase sales for your product or services by setting up a sound advertising program. In this session you'll discover how to create winning ads and successful ad campaigns. It shows you how to gain greater sales from advertising and how to use your advertising to beat the competition.

Key Points:

- How to Find The Best Ways To Reach Your Market
- How to Plan Your Advertising Budget For The Greatest Success
- How to Write Winning Ads For Each Type of Media
- Little Known Psychological Secrets Of Stimulating Maximum Referrals & Word-Of-Mouth Advertising
- How to Double Your Customer Base In 30 Days Or Less
- How to Use Social Proof Marketing To Spark Super-High Response
- Three Simple Steps To Direct Mail Success
- Two Main Criteria For Choosing Productive Mailing Lists
- The Secret Method That Controls Response To Sales Letters
- Six Ways To Enhance Your Offer, Make It A Most Powerful MAGNET
- Fourteen Quick & Easy Rules For Maximizing Impact Advertising
- THE One Mistake NEVER To Make When Offering Discounts
- Increase Frequency of Purchasing Of Customers
- How To Prevent Sales Slumps and Slow Selling Inventory
- The Two Kinds Of "Bias" That Guarantee Maximum Growth And Profits For Any Business
- What You Must Remember About Trends -"Win By Price, Lose By Price"

The workshops are available for Full or Half Day programs from 4 to 8 hours based upon your needs with morning, afternoon and lunch breaks, and can be re-titled to match the theme of your event.