

## ADVERTISEMENT WORDING

**Newspaper Advertising** should be limited to small outlying newspapers because people usually read them cover-to-cover. When placing the ad, keep a couple of things in mind:

1. Ad copy should do nothing but support a headline.
  - a. Example: **WHY TAKE A DISCOUNT?** Local Investor buys mortgages and trust deeds. Call Bill at xxx-xxxx.
  - b. Example: **CASH IN A FLASH!** Local investor buys mortgages and trust deeds. Call Bill at xxx-xxxx.
  - c. Example: **STOPPED RECEIVING PAYMENTS?** Local Investor buys non-performing mortgages and trust deeds. Call Bill at xxx-xxxx.
2. When you put the ad in the paper, buy an extra line above and below the ad. Leave it blank – this will draw the reader’s attention because it will stand out on the page. Besides, *those goofy little borders?* Everyone’s doing them. Be different!
3. Advertise consistently – it’s better to be in a smaller paper more frequently than a larger paper once.

**Yellow Page Advertising:** Yellow-page advertising is expensive so I really don’t recommend it to the beginner. On the other hand, if you can get a small display ad in your local yellow-pages, you should do so. Things to remember:

1. Use a small Display Ad – it will draw a lot more response.
2. Whatever you do, don’t make it a “business card” ad – you know the kind: they look just like a business card! Yuck! Boring! Be creative and use some of the verbiage that I’ve listed above.