



Business Development Ideas to Help You:

- ◀ **Make \$1,000,000 to \$5,000,000 Every Year**
- ◀ **Dominate a Market/Eliminate Competition**
- ◀ **Triple the Value of Your Business**



Don't Make Dumb Media Buys

This one's a real trap - especially for the novice advertiser. Once you decide to advertise for the first time, you'll start to notice all the ad salesmen who suddenly appear; they'll paint rosy pictures of what results you can expect and attempt to confuse you until you buy whatever they're selling. They're not necessarily trying to scam you but in many cases, they are looking out for their own interests first and yours second. Most of them are probably honest people who really believe their radio station or newspaper or magazine or sponsorship opportunity will work for you. But you've probably heard the saying, "when you're good with a hammer, everything looks like a nail." The salesperson's the hammer. Guess who the nail is? *You are.*

Here's an example of a DUMB MEDIA BUY:

We had a client that bought a billboard on a 12 month contract - before talking to us. He said it was a great deal...**only** \$500 bucks a month. The media sales rep said X number of cars pass that spot per day and per week and per month and the cost per thousand exposures was next to nothing. So our client went ahead and bought it without further research (this incidentally was mistake #1). We were a little miffed that he didn't consult with us first about this "opportunity" but since it was a done deal, we went ahead and wrote the copy for the billboard...even though it was totally inappropriate for this particular industry. Then, when nobody called in off the billboard, he asked us in a very incriminating tone of voice, "Why wasn't the billboard generating calls if we were so brilliant at writing this kind of stuff?"

What the owner failed to understand was that the different parts of advertisements must all work together. There's a difference between the ad and the message! In this case the message was fine, but the **medium** was wrong. Then we found out the worst part! It turns out that the billboard was actually a "cross-reader." In other words, on the left side of the freeway. It was located over 150 yards **off** the freeway and in a position right behind a bridge. You could only see this billboard for about 3 seconds when you came out from under the bridge...**if you could see it at all**. No wonder it was only \$500 a month! What a great deal, huh? But even at just \$500 a month, it still added up to \$6,000 a year...which was money that could have been spent generating customers from advertising better suited to that business.

About a month after the dumb billboard buy, this same client bought ANOTHER ad that made no sense. This time it was a full-page ad in one of those relocation magazines that realtors put together that nobody pays any attention to at all (dumb mistake #2). This time, the damage was 'only' \$450. As simple as it sounds, here's the quick rule of thumb: ***If nobody's going to see it or hear it, then don't buy it!***

Another example of a DUMB MEDIA BUY:

A Lexus dealership we worked with ran \$47,400 of ads on one particular radio station that supposedly reached upscale people with a lot of money. But the ads didn't seem to be pulling in very many prospects or new customers. It was tough to tell since they used no direct response mechanism so they couldn't tell if their advertising was pulling at all. Then, of course, there was the small problem that their ads were terrible. They used nothing but a bunch of platitudes and generalities. After about two months of placing these bad ads on this station, they decided to poll their customers and find out if they heard the radio ad. Only 6 out of 458 people that responded to the survey ever even listened to that station - at all! And none of those six remembered hearing that ad! The people they were selling cars to listened to hip hop, country, and classic rock...but **NOT** the easy listening music that 'rich' people supposedly listened to.

Before you make a media buy, think it through and do some research so you can reach your target market. Remember: ***If nobody's going to see it or hear it, don't buy it.***

This Value Building Strategy was brought to you by...

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