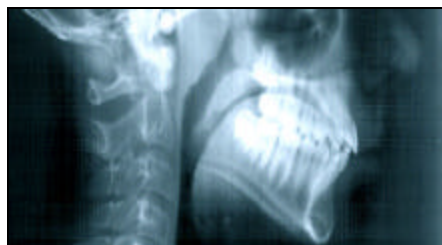




**We argued for three hours straight about the “no pictures, all copy” ad that I had written. “It won’t work,” he insisted, but when the results finally came in, the ad out-pulled his by almost nine thousand percent.**



I know you're not a chiropractor like the doctor in this article, and the example ad is not one that would work for you. But 99% of everyone I meet is wasting money on ineffective marketing and it's usually not big things, but little things that are the problem. What you say, how you say it and who you say it to makes all the difference, whether your business is medicine, manufacturing or services. That's why strategic marketing done well can increase your marketing response rate by 10 times or more...without you having to spend any more money on advertising than you are now...and maybe less. Read on and see how "doing it right" turned Dr. Duke's \$6,000 investment into \$1,500,000 in revenue in less than 12 months.

## The Ad That Increased A Chiropractor's Response by 9,000%!

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Here's a story about an advertisement written for an already very successful chiropractor. It demonstrates the power of our non-traditional approach to writing advertising.

Dr. Duke had been running a typical 2"x 3" advertisement in the living section of the local newspaper. The ad had a picture of him, an offer of a \$75 stress test, the name and the address of the office, and a phone number to call. It was the same kind of ad that just about every ad agency would create. The problem was that the ad didn't work. Dr. Duke had gotten three or four non-qualified responses per month over the course of four months - *at an expense of over \$1,000 a month.*

Over lunch, we took about five minutes to scribble out a headline, some body copy, the offer, and the number where to call. A square was drawn around the text that said, "Run this!" Then when we told him that our fee was \$5,000, he almost had a massive heart attack right there on the spot. Later that week we helped him work with his advertising rep, Bob, on placing the ad. When Bob saw the ad we had written, he went crazy telling Dr. Duke it would never work. After arguing for almost three hours, Bob threw up his hands and conceded.

## **SAMPLE AD!**

### **\$75 Stress Evaluation FREE To The First 50 Callers As Part Of A Daring Medical Test!**

Call us at 555-1212 and we will send you a written stress evaluation, the same one used by doctors worldwide to determine causes of stress remedies.

When you get the evaluation, fill it out then mail it back to us (no postage necessary) and we will call you back promptly with your results.

**CALL NOW! Dr. Duke 555-1212**

The ad we wrote carried a whole different strategy. We were now using a three-step sales method instead of a direct sale approach. The **\$75 Stress Test** was now offered **FREE**. The ad ran for the first time on a Wednesday. Dr. Duke received over 90 calls before the morning was over. He actually had to convert his whole staff to answering the phones. As a matter of fact, he was a bit frustrated because he had never experienced a barrage of calls like this before. By the end of the first week, he had over 600 inquiries for the FREE stress test.

WOW! When he finally got used to all those phone calls and the idea that his ad was working, he really got excited. When he mailed out the stress evaluations, 91% of them came back in the mail within two weeks. It took another full week afterward to decipher the tests and prepare reports for the respondents.

Then he began the process of calling those prospective patients back and informing them of their results. They were invited to come in for a "one-on-one personal remedy analysis," in which they would receive specific information on how chiropractic could eliminate many of their symptoms. Over 80% of them came in and out of that, over 50% became patients at a minimum of \$500. Out of those, half became regular patients at an average of \$5,000.

Needless to say, Dr. Duke continued to run this little ad for a period of six months - then we developed a referral program for him that leveraged his current patient relationships. Within a year, that ad was responsible for close to \$1.5 million in new business. Not bad for a little 2"x3" no picture, all copy ad!!!

P.S. For a complimentary copy of our **Advertiser's Protection Pack** that will keep you from making expensive advertising mistakes, send an email to [msipe@y2marketing.com](mailto:msipe@y2marketing.com) with the word "**Ads**" in the subject line.

This Newsletter was brought to you by...  
Michael Sipe  
(831) 438-9200

The Monopolize your Marketplace One Day Intensive Workshop is coming to selected San Francisco Bay Area locations in the near future. In this workshop you'll learn a deadly system you can implement the next day to first BE better than your competition and then DO MARKETING better than your competition, so you become the obvious choice for your prospects to do business with.

**Don't waste another dime on advertising, marketing or sales training until you attend this workshop.**

For more information on the workshop, send an email with "**Seminar**" in the title line to: [msipe@y2marketing.com](mailto:msipe@y2marketing.com)

P.S. A copy of our **Monopolize Your Marketplace CD Program** is available upon request. It's packed with practical and valuable marketing wisdom. Let me know if you'd like a set and I'll send it our immediately with my compliments. Simply replay to this email or send an e-mail to [msipe@y2marketing.com](mailto:msipe@y2marketing.com) with the words "**MYM CD**" in the subject line.

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