



Tips for Newspaper Ads

*In my experaince as a sales leader 80% of my sign ups have come from a paper adverts.

*A great way to see if a paper is worth advertising in is to calculate for each qualified lead I get its worth £7.50 So, if an ad costs £30.00 for a week, expect to gain 4 new recruits from that advert.

*Reputition is Key!.. Don't just put an ad in for 1 or 2 weeks. It takes time to build up a good reputation in your area. Place an ad for at least 6-12 weeks, always ask for discounts and NEVER pay the price they tell you first off!!

*Always ask "what is the minimum linage/words" and just run with that. Keeping it cheap means keeping it simple. 2 factors on your advert working include: using and 0800 number and answering your calls LIVE.

*suggested words to use:

A V O N, Free to try, Fun & Flexible, call FREEphone 0800

*Earn Extra Cash Now, Work in Local area, no transport needed, call FREEphone 0800