

Section One <> Chapter Two

The Other Side of the Story



Would you agree with this?

Yellow pages cause more frustration, wasted time and expense than anything else in business. Publishers seem to go out of their way to keep your confusion active.

Each year they come to you with all kinds of ways to increase your costs with bigger ads - more color - additional listings - more books and, and, and...

And now adding to the frustration a new element has been added.

DISCOUNTS

Discounts so confusing that a CPA may have difficulties figuring them out.

These so-called discounts come with the condition that you must spend more than last year to get a discount usually lasting only one year. Then, next year you are faced with up to a 50% rate-up for the same AD program.

The covert motive is to create a **size-up war** among their customers. To see results of how that "**cat fight**" works take a look at the attorney & bail bond classifications.

Want or Need ... Time to Choose

In order to save money while buying yellow pages, you need to decide what you **want or need**. There is a big difference between the two.

Yellow page publishers always encourage you to put lots of **stuff** in your display. This is how they increase their profits and the sales commissions.

They even have a name for the stuff...

R.A.S.C.I.L. factors.

Reliability... Years in business-size-association memberships.

Authorized products & services... Brand Names

Special Features... Unique qualities that separate you from your competition.

Complete products & services... Full line of products and services.

Illustrations-slogans

Logos and maps

This stuff is important.

Please keep in mind the differences between **want**, and need.

Reliability can be said in a few words, such as "Since 1987", or "Members of"... some well known association.

Authorized products & services in a display should only be those that are paying you co-op, or which are well known nationally or locally.

Special features can be said in a few words, such as Open On Sundays (if you are) or "Guaranteed Lowest Prices", Etc.

Complete products. If you list all of your products or services, you have to buy the extra space. This is where you can get burned if you're not careful.

Illustrations Here is the "Got-Cha". Graphics, Pictures, Color, all take up space and cost extra.

Logos and maps are the same as illustrations.

The yellow pages publishers target industries and headings where ego is bigger than the pocket book. These include but are not necessarily limited to attorneys, dentists, chiropractors, plumbers, auto repair, and maybe even your own.

News flash

The three people who are impressed with the size, color, and position of yellow pages ADS.

1. the guy that sold it to you
2. your competition
3. you

Consider how people use the yellow pages. They are usually looking for;

A business they know or heard of - *Display size or color does not create that phone call.*

Businesses close to where they live or work - *Again, large or color display is useless in this case.*

Several businesses to compare prices, service, etc. - *Many, small, medium, & large display ADS are called from when prospects are price shopping, or gathering information.*

Yellow Pages can be defined as Permission Marketing.

Yellow pages, by definition, is a directory of businesses offering the same service or product listed alphabetically for the convenience of the reader. The function of "permission marketing" is to give the reader a variety of firms to choose from.

Permission Marketing is permitting your **AD** to be placed along with all your other competitors. You are also permitting a prospect to compare you with a number of firms doing the same or similar business.

Creative advertising such as: TV, Radio, Newspaper, Websites, Billboards, Direct Mail, Coupons, etc. **are exclusive.**

Your advertisement can stand out because there are few other ads, if any, surrounding it. A business spending money in creative advertising should expect to have an exclusive. Yellow pages customers can not expect that.

Yellow pages display ADS are grouped together by border size and seniority with the larger ADS paged at the beginning of the class heading, thus creating ***competition over position.***

The size of the border containing that information does not cause the phone calls. People referring to the yellow pages usually call a number of firms to compare prices, service, warranties, etc. Position is used to induce you to up-size and renew yellow pages. Think about that the next time your yellow pages rep pays you a visit.

Again...**Position, size, and color impress only three people - YOU, THE GUY THAT SELLS IT, AND YOUR THE COMPITITION**

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