

1. This is a full page ad. But it's broken into 3 different boxes, each of which looks like a separate ad. The "How To Choose A Flooring Store" box can be used as a stand-alone ad if you don't want to go full page.
2. Headline: A powerful benefit (USP)
3. Eavesdrop line: this creates curiosity, provides a secondary response mechanism, and provides testimonials. Also, by providing a recorded message for prospects to call, you greatly increase the size of the ad because you can have many more testimonials on the recording than would fit on this page.
4. My personal guarantee: Yellow pages are notorious "price shopper" magnets. This segment requests that price shoppers NOT call. Restates the guarantee. Signature gives credibility.
5. What others are saying: more testimonials. (What others say about you is 100 times more effective than what you say about yourself.)
6. Logo, store name, contact info: Notice that it's NOT at the top of the page. The only logo I had available was in color, BUT...don't waste money on adding color to your ads. Test the ad first. If it produces and you want to try to bump response on it, then consider adding color.
7. How To Choose A Flooring Store: This is your consumer awareness message. Provides another secondary response mechanism. Increases the size of the ad without increasing the cost, because you can fit a lot more information in the recording than you can in the printed ad.
8. Free Design Audit: More compelling benefits. Positions you as completely different than your competitors. Let's them know exactly "What to do right now."

Several thoughts....

- This ad can be used for newspaper, magazines, target farming, fliers, website, etc. It's multi-purpose.
- Your Yellow Page ad rep is likely to scream bloody murder when he sees this ad. "Too much clutter, too many words, not enough white space," blah, blah, blah. DO NOT listen to him. Ad reps are NOT marketing experts. They're ad salesmen.
- Yellow pages are growing less and less effective as time goes by. This is a dynamite direct response ad that may very well get lack-luster results simply because yellow pages as an advertising medium is not all that great.
- If you re-design a different sized ad, incorporate as many of the elements discussed as possible.

"You'll Love Your New Floors Or I'll Replace Them FREE!"

Free Eavesdrop Line

Listen first hand to what real clients are actually saying

These are not paid actors, just real, live neighborly folks who want to tell you about the experience they've had with Jimbo's Floors.

**24-Hour Free
Recorded Message
1-800-123-4567 ext. 101**



Jim Armstrong, Yuba City's Flooring Guru

My Personal Guarantee To You

If you simply want "cheap price" quotes, please call someone else.

Every product I sell comes with my "No Regrets Guarantee": You will absolutely love your new floors or I'll replace them free in the first 30 days.

X _____ (signature)

What Others Are Saying...

"Jim, I would like you to know that I am very pleased with our new carpet, it looks wonderful. Your installers did a great job, they were very courteous, worked together and got the job done quickly. I will refer you to my friends and family. Thanks."

Karen Ashbury, Yuba City, CA

"Jim, we would like to let you know how pleased we are with our new kitchen and living room flooring, it looks very nice. Your showroom was great & we enjoyed doing business with you. Your installers were very efficient and friendly, and cleaned everything up when they were finished. Also want to thank you for the flowers we received for doing business with you, they are absolutely beautiful. Thanks again".

Mr. and Mrs. Hollis, Marysville, CA

"Jim, I purchased my carpet 4 years ago from your store, I had it cleaned by your cleaners just the other day and he did an excellent job. My carpet looks as if it is brand new. Sergio did a very thorough job and will recommend you to everyone".

Ruth Leighton, Yuba City, CA

Jimbo's Floors

- Carpet • Tile • Laminate
 - Vinyl • Hardwood • Area rugs
 - Carpet cleaning • Vacuums
- And much more!*

479 Jones Rd.
Yuba City, CA 95993
530-790-3338
Www.JimbosFloors.com

"How To Choose A Flooring Store"

By Jim Armstrong, Yuba City's Flooring Guru

Don't Call Or Visit Any Flooring Dealer Until You Hear This FREE Recorded Consumer Awareness Message!

You will learn:

- 4 predatory sales tactics
- 7 costly misconceptions about flooring
- 5 questions to ask a dealer before buying

**24-Hour FREE Recorded Message
1-800-123-4567 ext. 379**

Free Design Audit

A Design Audit is much more than just a free quote...it's a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and life-style. They'll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They'll also give you a written, customized "maintenance" plan with their professional recommendations for getting the longest life and beauty out of your floor.

What to do right now—call Jimbo's Floors at 530-790-3338 and say, "I Want My Free Design Audit!"