

Turnpike Buyer Shoppers Guide Cheat Sheet

Improve Your Ads... Get More Sales



FiveMileFamous.com

I remember running ads in the Turnpike Buyer and Shoppers Guide...

Back then (years ago), those publications were THICK!

It seemed like they were stuffed with hundreds and hundreds of ads.

If I remember correctly, they were often 63 pages thick or more.

Have a look at your most recent copy and see how many pages are printed today.

Times change, and so do people's experience with ads.

In today's world, we are bombarded with advertisements on all electronic devices (TV, radio, digital, printed)

As advertisers, we need to cut through the noise and stand out.

That's exactly why I created this "cheat sheet" for you.

You'll see examples of advertisements from the Turnpike Buyer and the Shopper Guide that I believe need improvement and others that I absolutely love.

Take what you can to improve your ads and your marketing

FYI - I'm NOT re-creating my "suggested" ads from scratch.

I use [SNAGIT](https://www.techsmith.com/screen-capture.html) <https://www.techsmith.com/screen-capture.html>

It's a program where I can copy and paste from the original advertisement and make changes fast.

I love small business

So please don't misinterpret my suggestions. Some of my history with small business is here. I'm simply attempting to improve the ads so these businesses can get more customers and generate more sales. You'll also some insight into what makes a good advertisement and why.

I have massive respect for small business owners.

Their courage, hard work, incredible efforts, and creativity.

But there's one problem I see in ads over and over again...

Not prioritizing your ads message is the biggest problem I see over and over again

For Example, Christine Johnson's ads are everywhere, even on billboards. It's no wonder she's the #1 listing agent in Windham County.



Save **TURNPIKE BUYER** Publishing Since 1956
www.shopperturnpike.com

MAILED FREE TO EVERY HOME IN DANIELSON EAST KILLINGLY DANVILLE
BALDWINVILLE ROGERS BROOKLYN PLAINFIELD CENTRAL VILLAGE MOOSUP
WALDEGAN CANTERSBURY STERLING AND ONCO CONNECTICUT

21,068 TURNPIKE BUYERS MAILED THIS WEEK
WEDNESDAY, AUGUST 2, 2023


Our Hours: Tues, Wed, & Thurs, 8:30am-6:00pm • Fri, 8:30am-6:00pm SATURDAY COVERAGE

#1 LISTING Agent in Windham County

BEST REAL ESTATE AGENT

CHRISTINE JOHNSON
SELLING or BUYING
FREE Market Analysis
860-803-5915
cjohanson_258@yahoo.com

RE/MAX ONE
(New Plainfield Office)
50 Academy Hill Road • Plainfield, CT 06374



TURNPIKE BUYER Publishing Since 1956
www.shopperturnpike.com

MAILED FREE TO EVERY HOME IN DANIELSON EAST KILLINGLY DANVILLE
BALDWINVILLE ROGERS BROOKLYN PLAINFIELD CENTRAL VILLAGE MOOSUP
WALDEGAN CANTERSBURY STERLING AND ONCO CONNECTICUT

21,068 TURNPIKE BUYERS MAILED THIS WEEK
WEDNESDAY, AUGUST 2, 2023

RE/MAX ONE
I Can Help You Sell or Buy

What is Your Home Really Worth?

"Get Ready For a Surprise"
- Christine Johnson

Call me to get your home's current market value.
Grab your complete report FREE!
(no pressure just the info)

860-803-5915
ChristineJohnson@BravoLocal.com BCMG

#1 LISTING Agent in Windham County

Original ad on the left, my suggestion on the right

In the original version, I don't know where to look because everything in her ad is so big.

What exactly does the ad offer and what does she want me to do?

I even get lost in the real estate terminology: "free market analysis".

From a potential client perspective, I REALLY want to know, "What is my home worth?"

My version also includes a caption with a quote and uses the right sidebar to leverage her credibility.

I suggest my message is easier to understand and shows an immediate benefit.

I go into more detail in a previous blog post [here](#).

Takeaway:

Don't make a big fuss about anything other than what you want people to focus on.

Do NOT use industry language/ terminology.

Use the language of your target prospect.

Make it easy for people to know what they get fast!

Remember everyone listens to the radio station (WIIFM)

Whats In It For Me...

Lesson 1: Keep your Logo in your ad small



Original on left, suggestion on right

Ken has a beautiful logo. I'll bet it's striking in color. But that logo is not well-known enough for people to get what it means or what it stands for. Think NIKE or Apple as an example of a well-known logo. It took BILLIONS of advertising dollars to create that recognition.

Suggestion

My suggestion immediately makes it clear what he does.

The bullets identify his services.

There's space to subtly but clearly mention equipment rentals too.

Takeaway:

Make your message the star, not your logo.

Think of the headline as the ad for the ad!

Lesson 2: Don't be afraid to break the rules if the fundamental principle is still being followed

In WINY's case, the logo is BIG, but they make the logo part of the message.

There is a clear message, and I love the thick border.

HUGE respect for Winy for the excellent use of their logo presented in a way that makes it **part of the message.**

winy
1350am & 97.1fm
COMMUNITY RADIO

HAS OPENINGS

We are looking for an **afternoon DJ** to fill the 2 to 6 pm slot Monday through Friday.
We also have an opening for a **weekend DJ**.
If you'd like to work for a vibrant, relevant media company, please apply in person at

WINY Radio
45 Pomfret Street, Putnam, CT
WINY is an equal opportunity employer

winy
1350am & 97.1fm
COMMUNITY RADIO

HAS OPENINGS

We are looking for an **afternoon DJ** to fill the 2 to 6 pm slot Monday through Friday.
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WINY Radio
45 Pomfret Street, Putnam, CT
WINY is an equal opportunity employer

New Location Behind Scranton Shops
292 Rte. 169 South Woodstock 959-837-2167

The Olde Pineapple Antiques • Primitives Vintage

Hours: Thurs.-Sun. 11-5
Follow me on Facebook @ TheOldePineapple

The Eastford Veterinary Clinic is now offering a Low Cost Spay & Neuter Program for Dogs & Cats in Windham County

Call Us for More Information or to Make an Appointment 860-974-2638

STALLS AVAILABLE, \$440 Full Board, Lessons, Leasing & Round Pen, Large Arena, Private & clean. Lots of turnout. 781-249-9979 or 860-779-1599 VST1006-16

PAINTING: (Inside & Outside), Carpentry, Tile, Spackling, Sheetrocking, Powerwashing, Reasonable prices, License & Insurance. 860-287-5098 VST1008-23

ROOFING: Licensed & Insured. Call Michael 860-428-2473 ST1008-09-TF

MEDICAL ASSISTANT
Part time position

The office of Joseph Botta, MD & Associates is looking for an experienced, motivated Medical Assistant to join our great team at our membership medicine practice. Our practice is unique, offering comprehensive care to our patients. This position is 8am to 5pm, Monday, Tuesday for clinical duties, and Friday for front desk duties.

Joseph J. Botta MD & Associates, LLC
24 South Main Street
Putnam, CT 06260
bottamdassociates@gmail.com
860-315-9026

LANDSCAPING SERVICES
860-771-0844

- Power Washing
- Gutter Cleaning
- Hedge Trimming
- Brush Clearing
- Mulching
- Lawn Installations

New Location Behind Scranton Shops
292 Rte. 169 South Woodstock 959-837-2167

The Olde Pineapple Antiques • Primitives Vintage

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Joseph J. Botta MD & Associates, LLC
24 South Main Street
Putnam, CT 06260
bottamdassociates@gmail.com
860-315-9026

LANDSCAPING SERVICES
860-771-0844

- Power Washing
- Gutter Cleaning
- Hedge Trimming
- Brush Clearing
- Mulching
- Lawn Installations

Original on left, my suggestion on right

My Suggestion:

I would have reduced the size of the center copy and let the headline do the heavy lifting.

Remember, the goal is to get applications.

WINY is well known, so increasing their address's size is unnecessary.

I would like to see the middle copy left justified.

IMO, the center-justified copy makes it look jumbled and hard to read.

But ultimately, thanks to their headline... their message comes across very well.

Takeaway:

When designing or proofing your advert, keep your message clear, easy to read & understand.

The message is the priority, not your logo, unless your logo is part of the message.

Lesson 3: Leverage human behavior

Original

WE'RE HIRING! LOOS & CO., INC.

**MAINTENANCE MECHANICS,
STRANDING, ASSEMBLY, &
FURNACE OPERATORS**

2ND AND 3RD SHIFT AVAILABLE

*Other positions available

- 40 hrs/week
- Paid Training
- No Experience Required
- Cash Referral Program
- Paid Holidays
- Vacation Time



LOOS & CO. U
Z
H
•

Operators set up machines, monitors machine operations, checks and ensures quality and processes documentation which includes computer data entry. Full training will be provided for all positions.

Apply Online! www.loosco.com/corporate/careers/ 168 Mashamoquet Road Pomfret Center

www.shopturnpike.com - The Turnpike Buyer - August 9, 2023 15

WE'RE HIRING! LOOS & CO., INC.

**MAINTENANCE MECHANICS,
STRANDING, ASSEMBLY, &
FURNACE OPERATORS**



40 hrs/week

Paid Training

No Experience Required

Cash Referral Program

Paid Holidays

Vacation Time

Voted Best Place to Work

2ND AND 3RD SHIFT AVAILABLE

Apply Online: loosco.com/corporate/careers/

*Other positions available

LOOS & CO. U
Z
H
•

Operators set up machines, monitors machine operations, checks and ensures quality and processes documentation which includes computer data entry. Full training will be provided for all positions.

Apply Online! www.loosco.com/corporate/careers/ 168 Mashamoquet Road Pomfret Center

www.shopturnpike.com - The Turnpike Buyer - August 9, 2023 15

Original on left, suggestion on right

People who read English read from left to right. So I like the bullets on the left.

But because of the image, I suggest moving the bullets to the right and the image to the left.

Human behavior:

People look at images first, especially if that image is a person.

The second place they look is at the caption below the image.

I added the copy to the caption.

I chose that because, as a prospect, if they were “voted best place to work,”

it makes me want to choose Loos over any other jobs.

Increasing the bullet size made the advert more symmetrical and easier to read.

Small, subtle changes make the advertisement easier for the eyes to read and view the website.

If they were running multiple ads in multiple locations (on or offline), I'd also add a ? to the end of the URL with an identified like 1 for the shopper Guide.

This way, the ads could be tracked and the results evaluated.

Example: loosco.com/corporate/careers/?1

I also made the call to action: Apply Online URL easier to see.

Overall, the advert message is clear and easy to read.

My suggestions just make it easier on the eye.

Takeaway:

Use human nature to your advantage.

Leverage advertising best practices.

Examples of best practices:

- Human Nature Basis - Humans are highly visual beings.
Our brains process visual information faster and retain it longer than text.
- Social Proof and Trust - Influence of Others:
Humans tend to follow the crowd and seek the opinions of others.
- Tell people what to do next:
People respond better to clear and actionable calls to action.
Use action verbs and concise language to guide consumers on what to do next

There are more, but all are based on fundamental aspects of human behavior and psychology.

Great Ads #1

TURNPIKE BUYER Publishing Since 1956
www.shopperturnpike.com

Published by the Shopper-Turnpike Corp. Office: 10 Main Street, Union Square, Putnam, CT
MAILED FREE TO EVERY HOME IN DANIELSON, EAST KILLINGLY, DAYVILLE, BALLOWVILLE, ROGERS, BROCKTON, PLAINFIELD, CENTRAL VILLAGE, MOOSUP, WAUREGAN, CANTERSBURY, STERLING AND ONECO, CONNECTICUT
21,068 TURNPIKE BUYERS MAILED THIS WEEK
WEDNESDAY, AUGUST 23, 2023
Our Hours: Tues., Wed. & Thurs. 8:30am-5:00pm • Fri. 8:30am-5:00pm *SATURATION COVERAGE*

BUYING ALL GOLD, BUYING ALL SILVER, BUYING ALL DIAMONDS

EMPORIUM PAWN of MOOSUP
2 Allen St., Off I-395, Exit 32, Old Exit 89 • 860-564-2112

BUYING & SELLING
We Are Fully Stocked With New & Used Items! Something For Everyone!

We Buy SCRAP GOLD
LADIES, CLEAN OUT THE JEWELRY BOX!
All Gold Pocket Watches, Bracelets, Rings, Charms, Dental Fillings, Necklaces, Class Rings, Beier Watches & All Diamonds of All Shapes

Buying All Pre 1964 90% Silver Coins, Eagles & Any Gold Coins, Anything Sterling Silver
Also, Graded PCGS & NGC

Great Selection of Electronics, Tools & Jewelry ON SALE!
DON'T WANT TO SELL, NO PROBLEM!
In This Time Of Need, Get A Small Loan On Your Valuables 7 Days A Week!
IF I CAN SELL IT, I WILL BUY IT!

Buying All Sports Cards of Value
Also All Graded Cards
PSA, Beckett & SGC. Also Buying Vintage BWA, Military Items, Comic Books, Lunch Boxes, Toys & Signs, Music Memorabilia, Pool Cues, & Non-Sport Cards
Buying All Sports Autographs & Entertainment Autographs

Buying All Newer Electronic Gadgets:
Smart TVs, iPads, MacBook Pros, iPhones, Laptops, Old Game Consoles, Newer Gaming Systems & All Major Gift Cards Unscratched

Buying All Gift Cards Unscratched Pin#
All Vintage Guitars.
All Newer Automotive, Carpentry, Home & Garden Tools, All Newer Battery or Gas Powered Tools.

Top Prices Paid For Your Gold, Silver & Diamonds!
FREE Appraisals!

Please Help My Fellow Businesses By Shopping Locally In These Tough Times

COME SEE US, WE LOOK FORWARD TO MEETING YOU! • ALWAYS BUYING & SELLING MOST ITEMS
Opening 9am Daily, Open Late 7 Days A Week • Mon-Sat 9am-7pm, Sun 9am-4pm
Call For More Details! Everyone Please Stay Safe & Healthy!

BUYING ALL GOLD, BUYING ALL SILVER, BUYING ALL DIAMONDS

Some might argue it's too busy.

I think it's perfect for what they are... a pawn shop.

Everyone knows what a pawn shop is.

Each offer is compartmentalized within the ad, making it easy for the eye to read.

And each section has its individual offers.

LOVE the thick border with the message WITHIN the border.

Smart use of the space!

Great Ads #2

SPIROL
**SPOTLIGHT
JOB OF
THE
WEEK!**

Do you have a high attention to detail, and love seeing a process come to completion?

Are you focused on building relationships, taking the initiative to continuously develop your skill set?

If you answered "YES", you would be a fantastic addition to the SPIROL team as a

FINISHER

This exciting opportunity is available for second shift!

Don't just like what you do...**LOVE** what you do!

Benefits Include:

- Advantageous Compensation
- 401(k) with Company Matching
- ESOP Pension
- Health/Dental/Vision/Life Insurance
- Disability Insurance
- Pet Insurance
- Paid Time Off
- Employee Referral Bonus Program
- Education Assistance Program
- Employee Assistance Program

Apply Today at
www.SPIROL.com/careers

Committed to Diversity, Equity and Inclusion

www.shopperturnpike.com - The Turnpike Buyer - August 23, 2023

Spiral does a great job using BLACK and WHITE, dimensions, bullets, photos of people, and an easy-to-read call to action with BOTH a URL and a QR CODE.

The ad interups, engages and educates.

It also subtly includes a call to action for people to apply.

VERY well done!

Great Ads #3

MAL-SHI PUPS FOR SALE!!
HYPOALLERGENIC & NON SHEDDING \$1,500
Located in Danielson, CT
401-527-2491

I immediately knew what the ad was about.

I get the message and the offer INSTANTLY

Great Ads #4

ADVERTISE YOUR ANTIQUES FOR SALE

IN THE Shopper's Guide & Turnpike Buyer

EMAIL: ads@shopperturnpike.com

\$200-\$600 CASH PAID: For bank cars & trucks. Call Dave 860-756-8551 WSTWTF

ROCK SHOP & MORE: Crystals, Local Minerals, Fossils, Rough Birthstones, Natural Spirit Art, Local Pottery & Crafts, World Shell Collection, Jewelry, Crystal Lamps & Animals. Come feast your eyes at Masterpiece Minerals, Rt. 171, Woodstock/Putnam. Line Hours: Open every day 11-11:00am except Tuesdays/closed. 860-778-6464 ST6001-04TF

ALANON MEETING: Sundays 2:00-3:00. We have moved! No longer above Pizza Pizzeria. Now meeting at the United Methodist Church in Danielson on Spring Street in a side room off of the driveway. Use the Key Bank entrance on Main Street to the back parking lot shared by the church. For info text Marybeth at 860-428-0763. Welcome to anyone affected by alcohol! WSTWTF

FOR SALE: 2011 328i BMW M3 sport package, silver with black interior. Needs clutch. 3k. 860-986-2256. 3606-14TF

BANKRUPTCY

We can help you:

- Eliminate Credit Card & Other Debts
- Stop Harassing Creditor Calls
- Keep Your Home
- Keep All Your Assets
- Stop Garnishments/Judgment Collections
- Foreclosure Defense

PERSONAL INJURY

Practicing in:

- Automobile, Motorcycle, Boat Accidents
- Bicycle and Pedestrian Cases
- Slip & Fall
- Dog/Animal Bites/Attacks
- Premises Liability

No fees or costs unless you win!

Sean F. Monahan, L.L.C.
Attorney at Law
33 Woodstock Avenue · Putnam, CT 06260
Licensed in Connecticut & Massachusetts
Call or Text: (860) 928-0789
Email: sfm@lawyermonahan.com
Visit my website: www.lawyermonahan.com

We are a debt relief agency. We help people file for bankruptcy relief under the Bankruptcy Code.

Installing High Quality Products that Our Clients Love and

We Stand Behind

GET \$250 OFF
a fence of 200 LFT or more

Financing Available
860-596-8083
superiorfenceandrail.com

SUPERIOR FENCE & RAIL

WOOD · TREX · ALUMINUM · VINYL · CHAIN LINK

WANTED: 2 or 3 bedroom house in Putnam or Thompson. 2 car garage, 2 bath. In good condition. Prompt closing - 860-756-2414 W6007-25

YES WE DO: Cut Glass, Cut Keys, Repair Windows & Screens, Sharpen Chain Saw Chains, Exchange Propane Tanks, Modern Lumber - True Value 860 928-5287 860TF

Victor & Sons Co.
Wallpapering & Painting Specialists
Since 1979
Commercial & Residential Experience
860 974-1648
860 208-7269
Victor Alaszczuk
valaszczuk@yahoo.com

AUTO ROY'S GLASS MOBILE AUTO GLASS SPECIALIST

Insurance Company Preferred Shop
201 W. Main Street • Dudley, MA
800-479-7697 • 508-949-1327
Mon-Fri 8am to 5pm • Sat 8am to 12pm
www.roysautoglass.net

Chip & Crack Repair
Windshield Replacement
FREE Mobile Service

Roy's Auto BREAKS UP the space so his ad STANDS OUT.

He uses the windshield AS the ad space.

Lesson #4 Illustration Ad



I LOVE what Gary Kettle did here.

The illustration was easy to see. I immediately understood his offer: low-cost stump Grinding.

**The way he agitated the problem by illustrating the stump
GREAT sales technique!**

I never realized he gave directions in his small text in the overlay.

“Text me a photo for a FREE estimate.

Place a soda can on it so I can see the size for the best price”. BRILLIANT IDEA

But it was tough to read those directions, and I didn’t notice them until I looked CLOSELY at the advert. I think it might be a printing issue :(

Either way, getting people to his website with lots of pics and testimonials would make for an easy sale, and I’d have a LOT of before and after pictures too.

His headline...
The ad for the ad...
He made it easy for my eyes to get the message fast.



Original on left, suggestion on right

Suggestion:

I added his other services DIRECTLY BELOW the headline.

I love that he added: "Fully Insured" piece.

That immediately took my major objection away.

I highlighted the phone number over the website, but it could go either way.

If his history shows more incoming calls from the ad vs his website, keep the phone number more prominent. If more calls from his website, highlight the website more than the phone number.

Love the email directly to Gary, ending with his website URL.

VERY Professional!

Lesson #5 Is he's on to something?

About Trahan Insurance Agency, LLC
As "Independent Agent" we represent **MANY** carriers, and can offer many options. We currently offer over 12 different insurance carriers, so that means we can give you the very best deal available. Can I always beat your rate? No! Not always, because the other carriers are still competitive and relevant. But can you feel confident that you're getting the best deal after checking with us?... Absolutely!!! **If your rates are out of control, give us a call, and we will be happy to help!**







Phone: 860-376-1234 • www.TrahanIns.com

Federated Church of Christ, Plainfield, CT
THRIFT SHOPPE
Freebie Fridays
July & August!
All Clothes and Shoes 1/2 price!
Vintage Toys
Money raised stays local and supports the mission of Federated Church of Christ.
Market recommended!
1600 W. Turnpike 1200-400
Free Fri. 10:00-12:00 (Fri. 10:00-12:00)
No Frills!
Non-Alcohol Beverages off 10%
250-5000 CASH 4500 For cars parts & trucks. Call Dave 860-750-2500

PLAINFIELD Sale ends 8/23/23
650 Norwich Road (Route 17) Plainfield, CT 860-564-2779
AGWAY
Monday-Friday 9am-5pm
Saturday 9am-5pm
Sunday 9am-4pm
Save Time and Money **SUPERSTORE** - Shop Local
Hot Summer Savings

Natural Cedar Mulch 3 cu. ft. bags 3 or More \$5.99 Each 9 or More \$5.79 Each In stock only. While supplies last.	Color Cedar Mulch 3 cu. ft. bags 3 or More \$6.49 Each 9 or More \$6.29 Each Your Choice: Black, Red, or Brown	We Also Carry All Natural Hemlock \$52.99 Yard	We Carry Bulk Mulch Red, Brown and Black Mulch Your Choice \$41.99 Yard	Perennials, Trees & Shrubs Your Choice Buy-2 Get 1 FREE In stock only. Higher price plants.
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LOOK FOR DISCOUNTS THROUGHOUT OUR GARDEN CENTER!

Rt. 12 Main Street Jewett City
MON-FRI 7:00AM-2:00PM
SAT 6:00AM-1:30PM
SUN 7:00AM-1:00PM
860-376-9141
1 Mile from Lisbon Walmart
SERVING BREAKFAST & LUNCH 7 DAYS A WEEK • DAILY SPECIALS
Open since 2001 family owned and operated by Dean Robino. We are known for our jobber consistency, homemade crepes, and sausage gravy over biscuits.
Homemade Soups & Hand pressed Best Bergers.
Follow us on Facebook. Delivery through 
BOTTOMLESS CUP OF COFFEE

Seeking Skilled Tig Welders.
Candidate must be capable of welding nickel, stainless steel and other alloys and be capable of welding small parts. Sheet metal fabrication a plus, but not required.
Now is your opportunity to join our well-established metal fabrication shop with over 30 years in business. We offer competitive wages and an excellent benefits package. Pay to commensurate with experience.
To apply send resume to:
S.S. Fabrications, Inc., P.O. Box 57, Eastford, CT 06242
or email customerservice@ssfabrications.com
SSFABRICATIONS
FOR SALE: 2008 Nissan Altima 2.5i, 100k, Good condition. Call 860-429-7146 #4886-VST
WANTED: Old postage stamp collections. Largest or smallest. 860-867-9700-13

Plainfield Bike Night would like to thank our sponsors for a successful year.
Honor System & Article Exchange - Central Cycle Club - Water Sports Racine
E.R. Station and Power 1000 - Balmorhea - Custom CT Baroque Shop
K&B Construction - Larkin Law & Assoc. - Mocha Lady Cafe - Oxford Inn, Agency
Ragworth Property - Sully's Auto & P.T.M. - Daily Support - The Grains Store
Mama's Little Bit Beauty - The Soap Kitchen - PMA, Kenney - PMA, Truena Care - T&S
Thomas Bellhoush Assoc. - Rays PMA - Dignity Gardens - Star PMA
Liquorator Station - PMA PMA - PMA Family Clinician
Without your support this event wouldn't happen.
Thank you again from the Plainfield Bike Night Committee

Lori Kerrula
Personal Lines
Insurance Producer
Lori@TrahanIns.com
Cell: 860-428-0530
Phone: 860-376-1234 • www.TrahanIns.com

GUTTER GROUP
860-710-8404
• Gutters • Guards •
www.GutterGroup.com

Sterling Oil LLC
PO Box 806
Moosup, CT
Call Lorrie or Cliff
860-564-4726
To schedule oil deliveries
100 gal minimum
www.sterlingoilct.com
Auto delivery always a great option
Mon-Fri 8am-4:30pm
H.O.D.#952

BERTHOLD OIL SERVICE
Plainfield, CT
Call Josh or Jackie
860-319-0292
To schedule Cleanings,
Service, and Installs
www.bertholdoilservice.com
Formerly look from Sterling Oil
Over 30 years experience.
License# 51-000292

PLAINFIELD CT. ALL ABOARD
BIKE NIGHT
July 13TH 2023

Earthworks Construction and Septic, LLC
Septic Pumping, Repair, Installation, Inspection,
Porta Jon Rentals
Paul (Waldo) Duquette, Owner/Operator
Licensed and Insured
8 Plum Road • North Grovesvondale, CT 06255
Call 860-428-1768 for all your septic needs
earthworks61@yahoo.com

The pages were not side by side, they were pages apart.

Trahan Insurance

The main advert on the left uses images and a smaller image of his logo, all great steps.

But his copy is overwhelming.
WAY TO MUCH INFO cramped into such a small space.

And I'm not crystal clear on WIIFM. (What's In It For Me)

LOVE the fact they ran a 2nd advert with Lori Kerrula.

Too bad it was pages away from the main ad and had no apparent connection to the main ad.

Turnpike Buyer & Shoppers Guide Special Ads Report - Cheat Sheet

Suggestion:

Shorter would be better:

As an Independent Insurance Agency, we're not just selling insurance; we're building lasting relationships and protecting your future.

Discover the difference with Trahan Insurance Agency - your insurance, your way.

Use 2 ads to generate attention...

The first one on the upper left-hand side of the page, and the 2nd one on the upper right-hand side

Ad 1

Thompson Connecticut - Premier Destination Weekend Wedding Facility is seeking the following positions.

**Weekend Dish Staff.
Part-Time.**

Friday and Saturday Evenings and daytime shifts available. Hours will vary slightly depending on the specific weekend's event. Looking for a motivated person who can help execute a successful event cleanup and take ownership of the kitchen area.

**For more information or to set up an appointment please call Mike.
Monday through Friday 9:00 – 3:00
at 860-235-7352**

Ad 2



Enjoy a wonderful day of golf for a Friday, September 8, 2023 | Connecticut

Please join Centreville Bank in supporting the 39th Annual Golf Classic benefitting Day Kimball Hospital on Friday, September 8, 2023 at Connecticut National Golf Club.

Enjoy a round of golf and help us as we raise funds to provide continued high-quality medical care, technologies and facilities for those we serve across Northeast Connecticut.

Sponsorships start at \$500, and tee sponsorships are \$125.

\$150 player r

- Greens fee between times.
- Complimentary refreshments
- Automatic drawings
- Registration
- Chance at a new car for a hole-in-one!
- Prizes for 1st, 2nd, 3rd and the "Middle of the Pack" place gross.

DAY KIMBALL HEALTHCARE FOUNDATION

For more information contact the DKH Foundation Office at (860) 928-7141 or visit www.daykimball.org/golf-classic or scan the QR code with your smartphone camera app.

FOR SALE: 2008 Nissan Altima 3dr, coupe, Good condition, Call 860-428-7186 #4880_VST

FOR SALE: 2016 Honda CRF650F Brand new, 24 miles, \$7500, Text or call 860-933-3743 VST008-16

WANTED: Jeep Wranglers in ANY YEAR/CONDITION Rusted, rusty, running or not, no keys, lost title, for parts or repair. WE WILL BUY! Cash and towed away. Servicing all of New England. Call/text 401-215-4743 VST008-09

ROCK SHOP & MORE: Crystals, Birthstones, Natural Spirit Art, Local Pottery & Crafts, World Shell Collection, Jewelry, Crystal Lamps & Animals. Come feast your eyes at Masterpiece Minerals, Rt. 171, Woodstock Putnam Line. Hours: Open every day 11(11-4:00am every Tuesday) closed. 860-775-5444 ST001-04-TP

LOST: LIVELY CELL PHONE # found, call 860-319-7624 -DT

Radiators Repaired AND RECORDED

WOODSTOCK RADIATOR & REPAIR

Old Metal Radiator & Gas Tank Repairs
New Radiators & Hoses Available at "Wholesale" Prices!

NEW TEMPORARY HOURS:
11:30AM - 5:00PM Due to Surgery

SOUTH WOODSTOCK (RTE 171)
Please Call Before Coming
860-928-3780

FOR SALE: 1909 Ford Roadster, MIELE CANISTER VACUUM CLEANER with powerhead. Excellent condition. Call 860-208-428-3558 ask for Alan. #ST

WELL MAINTAINED 3 BED, 1.5 BATH SINGLE FAMILY HOUSE FOR RENT IN STERLING No pets. \$1700. 617-418-9882 #Y008-16

FOR SALE: Bose Quiet Comfort 35 Noise Cancelling Headphones like new \$75. *860-653-0267 VST005-16

LOW COST STUMP GRINDING

Text me a photo for a FREE estimate. Place a soda can on it so I can see the size for the best price!

BRUSH HOGGING & ROTOTILLING TOO!

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STUMP-BE-GONE.COM Fully Insured

Gary Kettle: gikettle@stump-be-gone.com

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DEALER • INSTALLER • TECHNICIAN

We also do hookups for portable generators certified by **GENERAC**

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For All Your Electrical Needs

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www.woodstockvalleyelectric.com

BE A LIFE SAVER

LIFEGUARD CERTIFICATION
August 14, 15, 16 • 8 am – 4 pm
Classes are for ages 15 years and older

Contact: trish.leckerson@phymca.org
Members *25, Non Members *250

BELONG TO SOMETHING GREATER

LEGAL NOTICE

FORECLOSURE AUCTION SALE

Docket No. WMM-CV-23-6025992-S
Case Name: PennyMac Loan Services, LLC v. Michael Trask, et al

Property Address: 11 Butternut Lane, Plainfield, Connecticut 06374

Property Type: Residential

Date of Sale: Saturday, August 12, 2023 at Noon

Committee Name: Andrea L. Truppa

Committee Phone Number: (860) 779-1000

See Foreclosure Sales at www.jud.ct.gov for more detailed information

New Construction Commercial Residential

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Chris Harding, Owner
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NOTE - I'm "spitballing the ad and copy to give you an idea of what they would look like.

The goal is to make the ad stand out and “tell a story.”
Example below...

Advertisement Part 1 of 2 [Visual Description]

The first part of the advertisement is a black-and-white image that features a local insurance agent standing confidently in his office. His desk is neatly organized, and he's engaged in a friendly conversation with a client. The client is smiling, indicating trust and satisfaction.

Headline: "Your Local Insurance Partner"

Subheadline: "Securing Your Peace of Mind, One Policy at a Time"

Call to Action: "Meet Trahan Insurance: Your Trusted Insurance Advisor"

Image Caption: "Your Safety, Our Priority"

On the opposite page, advert #2

Advertisement Part 2 of 2 [Visual Description]

The second part of the advertisement continues with another black-and-white image. This time, it shows Mr. Trahan handing over a customized insurance policy document to the same satisfied client. The client's hand reaches out to accept the policy with a grateful smile, symbolizing the peace of mind with reliable insurance coverage.

Headline: "Tailored Coverage, Total Confidence"

Subheadline: "Protecting What Matters Most to You and Your Family"

Call to Action: "Discover Personalized Insurance Solutions: Contact Trahan Insurance Today"

Image Caption: "Your Future, Our Commitment"

As an independent insurance agency, you get the power of tailored coverage and personal commitment. Trahan Insurance is your trusted insurance advisor, ready to secure your peace of mind, one policy at a time.

Your future matters.

Your family matters.

Contact Trahan Insurance today, and let us be your partner in protecting what matters most.

The goal is to use both ads to reinforce “a story” being told in the advert.

Takeaway:

I “spitballed” those ads, but I’m sure you can see what I’m trying to accomplish.

Do something unusual with your ad that breaks me, as the reader, out of my funk.

Having 2 ads “telling a story” interrupts and engages me. Breaking them out on both sides of the “pages” will surely be memorable.

Imagine having 4 ads in the same format, page after page.

Lesson #5 don't be afraid to change your ads

I love Girls "N" Tools.

I love the marketing concept, the message, and their courage to try multiple ads in various places.

I say that because I see them in the Turnpike Buyer and Shoppers Guide, and on the digital TV screen behind the deli counter at Big Y.

<p>Girls 'N' Tools LLC GENERAL CONTRACTORS</p> <p><i>"I had an excellent experience. The technicians were great!"</i></p> <p>Girls 'N' Tools is looking to hire a Painter! Full-Time, Year-round, mostly interior work HOURS: Monday - Friday (First Shift) Full-Time Pay based on experience: \$20-24/hr</p> <p>REQUIREMENTS:</p> <ul style="list-style-type: none"> Personal and reliable transportation Valid driver's license • SmartPhone for GPS and Time Clock use Team player • No call-outs <p>BENEFITS:</p> <ul style="list-style-type: none"> No weekends Holiday pay starting immediately for FT employees <p>RESPONSIBILITIES:</p> <ul style="list-style-type: none"> Work independently with minimal instructions Sheetrock patchwork • Painting ceilings, walls, and trim in a neat and professional manner Prepping jobs • Cleaning paint supplies daily Using a paint sprayer • Caulking neatly • Staining <p>TO APPLY: email qualifications, references, and contact info to admin@girlsintools.com</p> <p><small>Girls 'N' Tools will not discriminate against any job seeker regardless of gender, disability, race, religion, ethnic, disability status, or any other protected status.</small></p>	<p><i>Thompson Connecticut - Premier Destination Weekend Wedding Facility is seeking the following positions.</i></p> <p>Weekend Dish Staff. Part-Time.</p> <p>Friday and Saturday Evenings and daytime shifts available. Hours will vary slightly depending on the specific weekend's event. Looking for a motivated person who can help execute a successful event cleanup and take ownership of the kitchen area.</p> <p>For more information or to set up an appointment please call Mike. Monday through Friday 9:00 - 3:00 at 860-235-7352</p>	 <p>Enjoy a wonderful day of golf for a great cause! Friday, September 8, 2023 Connecticut National Golf Club</p> <p>Please join Centreville Bank in supporting the 30th Annual Golf Classic benefiting Day Kimble Hospital on Friday, September 8, 2023 at Connecticut National Golf Club.</p> <p>Enjoy a round of golf and help us as we raise funds to provide continued high-quality medical care, technologies and facilities for those we serve across Northeast Connecticut.</p> <p>Sponsorships start at \$500, and tee sponsorships are \$125.</p> <p>\$150 player registration fee includes:</p> <ul style="list-style-type: none"> Greens fees, including cart, choice between 7-8 a.m. & 1:00 p.m. tee times. Complimentary food and refreshments throughout the day. Automatic inclusion in multiple prize drawings and \$1,000 skins pool. Registration gift for each player. Chance at a new car for a hole-in-one! Prizes for 1st, 2nd, 3rd and the "Middle of the Pack" place gross. <p>For more information contact the DKH Foundation Office at (860) 928-7741 or visit www.daykimble.org/golf-classic or scan the QR code with your smartphone camera app.</p> <p>DAY KIMBLE HEALTHCARE FOUNDATION</p>	<p>SISTERS LLC is currently hiring Direct Support Professionals to work at the Day Program Setting as well as with Individualized Families</p> <p>Part time and Full time offered Rate: \$17.25-\$17.50 Must have at least 1 year of experience</p> <p>Apply in person at 144 Plainfield Pike, Plainfield, CT 06374 (860) 564-0700</p> <p>FRANKLY TOYS & ANTIQUES 199 Providence St., Putnam, CT Thurs-Mon 10am-5pm. Special-opens in vintage, four floors. Mattresses, accent figures and all types of miscel. Large antique arena open. Unusual foods, country accents, home decor, seasonal plants & more! New inventory weekly. www.facebook.com/franklytoys 860-923-4271 • 9/8/23</p> <p>ENJOY SHOPPING AGAIN - VISIT KITCHEN GALLERY! Take a moment to relax and just be inspired! Our rooms are filled with new creations from artists, local artists and more items. ArtTides Gallery and Gift Shop, 33 Westport Road, Stamford, CT. Thursday-Friday 10:00-5:00. Saturday 10:00-4:00. Follow us on Facebook or visit our website: www.kitchen-gallery.com 860-372-0862. Porton Sale through August 9/16/23</p> <p>ROCK SHOP & MORE: Crystals, Local Minerals, Gemstones, Rough Birthstones, Natural Spins, Gemstones & Carvings, World Shell Collection, Jewelry, Crystal Lamps & Accessories. Come treat your eyes at Masterpiece Minerals, Rt. 171, Woodstock Putnam Line. Hours: Open every day 11-11:30pm. www.masterpieceminerals.com 860-778-8454 370301-0717</p> <p>LOST: LOVELY CELL PHONE. If found, call 860-319-7924 --DT</p>
<p>Radiators Repaired AND RECORED WOODSTOCK RADIATOR & REPAIR</p> <p>Old Metal Radiator & Gas Tank Repairs New Radiators & Hoses Available at "Wholesale" Prices!</p> <p>NEW! TEMPORARY HOURS: 11:30AM - 5:00PM Due to Surgery SOUTH WOODSTOCK (RTE 171) Please Call Before Coming! 860-928-3780</p> <p>FOR SALE: 1929 Ford Roadster. Must hot incredible glass extras. \$2500. Call 865-928-7772 or 860-428-0208 ask for Alan, 9/27</p> <p>MILE CASTER VACUUM CLEANER with powerhead. Excellent condition. Call 860-206-6881 860-47099-15</p>	<p>LOW COST STUMP GRINDING</p> <p>Text me a photo for a FREE estimate. Place a soda can on it so I can see the size for the best price!</p> <p>BRUSH HOGGING & ROTOTILLING TOO! 774-272-3739 STUMP-BE-GONE.COM Fully Insured Gary Kettle: gkettle@stump-be-gone.com</p> <p>WELL MAINTAINED 3 BED, 1.5 BATH SINGLE FAMILY HOUSE FOR RENT IN STERLING. No pets. \$1700. 917-419-8662 9/26/23</p> <p>FOR SALE: Rose Quiet Comfort 25. Stone Composite Wood/plywood like new \$75. 860-933-5227 9/18/2023</p>	<p>LEGAL NOTICE FORECLOSURE AUCTION SALE</p> <p>Decket No. WWM-DV-23-6025902-S Case Name: PennyMac Loan Services, LLC v. Michael Trask, et al</p> <p>Property Address: 11 Butternut Lane, Plainfield, Connecticut 06374</p> <p>Property Type: Residential</p> <p>Date of Sale: Saturday, August 12, 2023 at Noon</p> <p>Committee Name: Andrea L. Truppa</p> <p>Committee Phone Number: (860) 779-1000</p> <p>See Foreclosure Sales at www.lurid.ct.gov for more detailed information</p>	<p>ABG ROOFING</p> <p>All types of Roofing, Siding, Decks - All your Home Improvement Needs</p> <p>Chris Harding, Owner (860) 630-0715</p> <p>Insured Free Estimates Licensed #677088</p> <p>No Job Too Big or Too Small</p>
<p>"DON'T BE LEFT IN THE DARK"</p> <p>Call TODAY for a FREE Quote on an Automatic Stand-by GENERATOR!</p> <p>We also do hookups for portable generators certified by GENERAC</p> <p>DEALER • INSTALLER • TECHNICIAN</p> <p>WOODSTOCK VALLEY ELECTRIC</p> <p>For All Your Electrical Needs 880 974-3601 • 880 428-3188 www.woodstockvalleyelectric.com</p>	<p>BE A LIFE SAVER</p> <p>LIFEGUARD CERTIFICATION August 14, 15, 16 • 8 am - 4 pm Discounted rates for ages 10 years and older</p> <p>QUESTIONS? Contact 1-800-363-3633 or info@lifeguard.com</p> <p>BELOWFIELD SOMETHING GREAT</p>	<p>The Turnpike Buyer - August 8, 2023 - www.turnpikebuyer.com</p>	<p>The Turnpike Buyer - August 8, 2023 - www.turnpikebuyer.com</p>

Girls "N" Tools needs to be more like the Day Kimble Health Care Foundation advert

Day Kimble's advert is clean, organized, and easy to follow.

The Girls advert is all center justified and tough to read and follow.

Altho' the Girls catch on fast.

Look at the great job they did on their next advert!



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(860)564-8300

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Siding • Remodeling
Residential • Commercial

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Carpentry/Remodeling Contractor

Girls 'N' Tools Construction

is looking to hire several skilled carpenters/contractors.
Full-time, year-round work in Windham County.

THE IDEAL CANDIDATE WILL HAVE SEVERAL OF THE FOLLOWING SKILL SETS:
Framing, Door and window installs, Cabinet installs, Drywall, Finish carpentry casing, crown and baseboard, Painting, Light plumbing (Tub/shower faucets, toilets and faucets), Light electrical (replacing lights and ceiling fans), Tub/shower enclosures or conversion installs, Shower doors, Tiled floor, walls and backsplashes, Decks and stairs
Pay: \$22 - \$32 per hour

WE OFFER YOU:
Monday - Friday No weekends! Vacation accrual after 6 months. Holiday pay starts immediately for full-time employees including: July 4th, Memorial Day, Labor Day, Thanksgiving, Day after Thanksgiving, Christmas. Christmas week entirely paid off for all full-time employees. Employee retirement plan for full-time workers. Parental leave. Always busy year-round work. Flexible daily start time.

Pay rates based on skill sets.

ONT will not discriminate against any job seeker based on gender, race, veteran, status, disability or any other protected status.

To apply: Email Jessie@girlstools.com
Call/text (860) 546-8665

"DON'T BE LEFT IN THE DARK"

Call TODAY for a FREE Quote on an Automatic Stand-by GENERATOR!

We also do hookups for portable generators certified by **GENERAC**

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License # 185790



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SEAMLESS GUTTERS: 5" regular and 6" high capacity gutters. Gutterglove Gutter Guards guaranteed not to clog. Stop Ice Dams! With our heated gutter guards. 860-928-5200 AmeriGutter.com ST07F

RIVEREDGE COIN LAUNDRY-MAT (Next to Franko's Pizza) 14 Norranch Rd., Central Village, CT 06332. Attendant Needed. Please apply at Franko's. Must be able to lift laundry baskets. 860-564-9969 VST07-25

EXCAVATION SERVICES: Site work for new additions, garages, barns...Electrical & plumbing trenching. Emergency septic repairs. Clean up storm damage, neglected properties, downed trees, stumps...Reclaim grown in properties, ponds and field edges. Land management projects and access trails. Demo barns, garages, outbuildings, mobile homes...For a fast response and free on-site consultation, call/text 860-981-4936. (5% Discount: Seniors and Veteran/Active Duty Military). VST009-13

FOR SALE: 2016 Honda CBR650F. Brand new, 244 miles, \$7500. Text or call 860-933-3743 VST008-16

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Victor Aleszczyk
valaszczyk@yahoo.com

Remember, it's about that CLEAR message!

A good advert = Interrupts, Engages, Educates AND makes an Offer

I hope this helped you better understand what works and why.

NEXT STEP

I fully support the Turnpike Buyer and the Shoppers Guide.

They do a great job.

What they don't do is digital advertising...

So if you need help leveraging your online “presence or want to take your advertising online, we are happy to help.

We also handle all Google ads (Search, Display, YouTube, Email) and Facebook advertising.

If you have any questions on this or comments, you can contact us here:

Have questions?

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www.FiveMileFamous.com



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In today's digital age, a strong online presence is crucial for your business's growth. As an experienced local marketing agency we specialize in online services that can take your business to the next level.

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