# Turnpike Buyer Shoppers Guide Cheat Sheet

Improve Your Ads... Get More Sales



Five Mile Famous.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

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.



Orginal 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 creat 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.



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 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.

### Turnpike Buyer & Shoppers Guide Special Ads Report - Cheat Sheet

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.

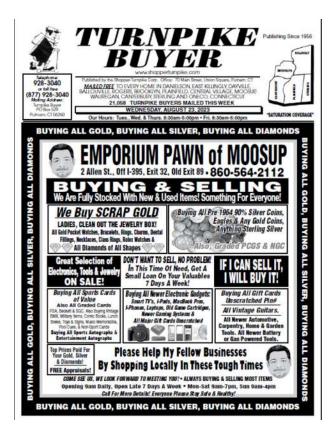
Leverage advertising best practices.

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



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 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



I immediately knew what the ad was about.

I get the message and the offer INSTANTLY

## Great Ads #4



Roys 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.

## IThe 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, sugestion 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.

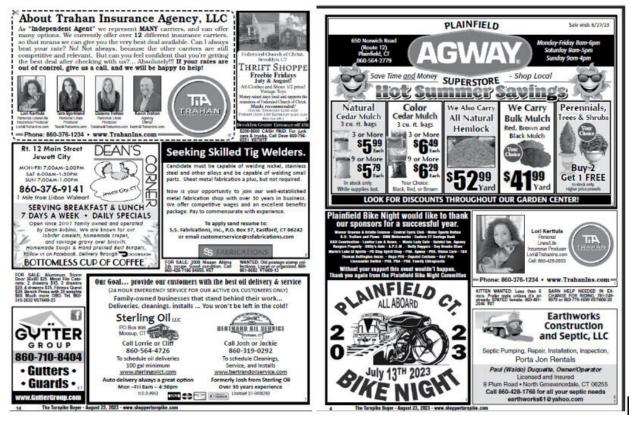
If his history shows more incoming calls from the ad vs his website, keep the phone number more

prominent. If more calls from his website, highlite the website more then the phone number.

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

VERY Professional!

## Lesson #5 Is he's on to something?



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.

#### 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



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.



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!



## 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? We are always happy to help...

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www.FiveMileFamous.com



## Empowering Local Businesses: Your Path to Success Starts Here!

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.

We have the tools and expertise to boost your online visibility and drive more customers to your door.

Don't miss out on the opportunities the digital world has to offer.

*Contact us now*, and let us help your business thrive in the online arena!