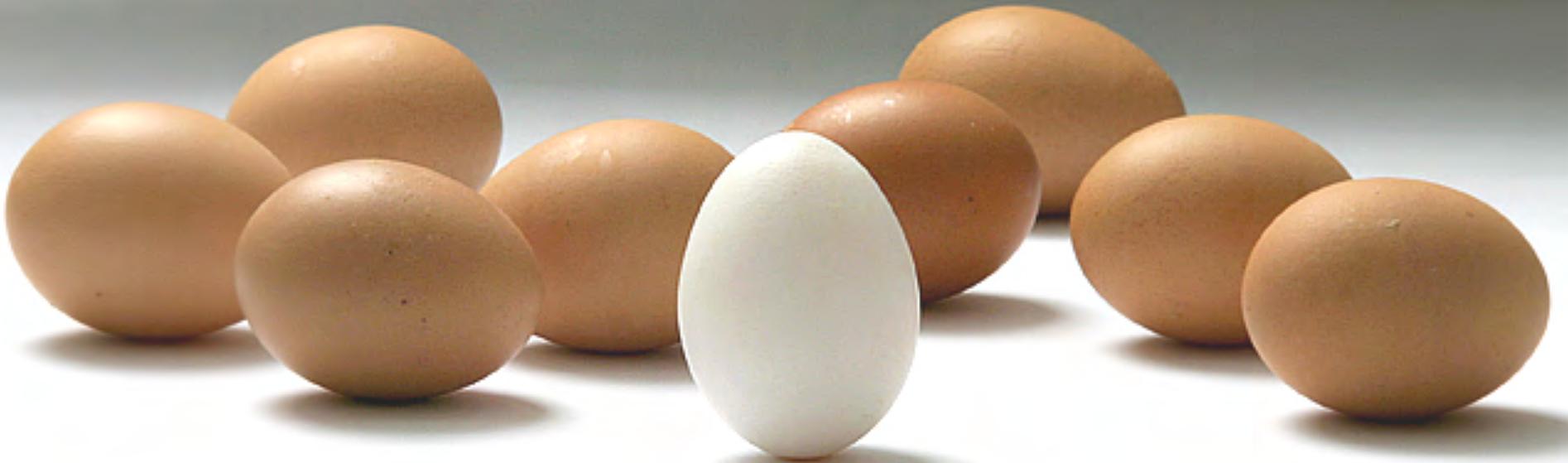


**Don't put all your eggs in
one basket**



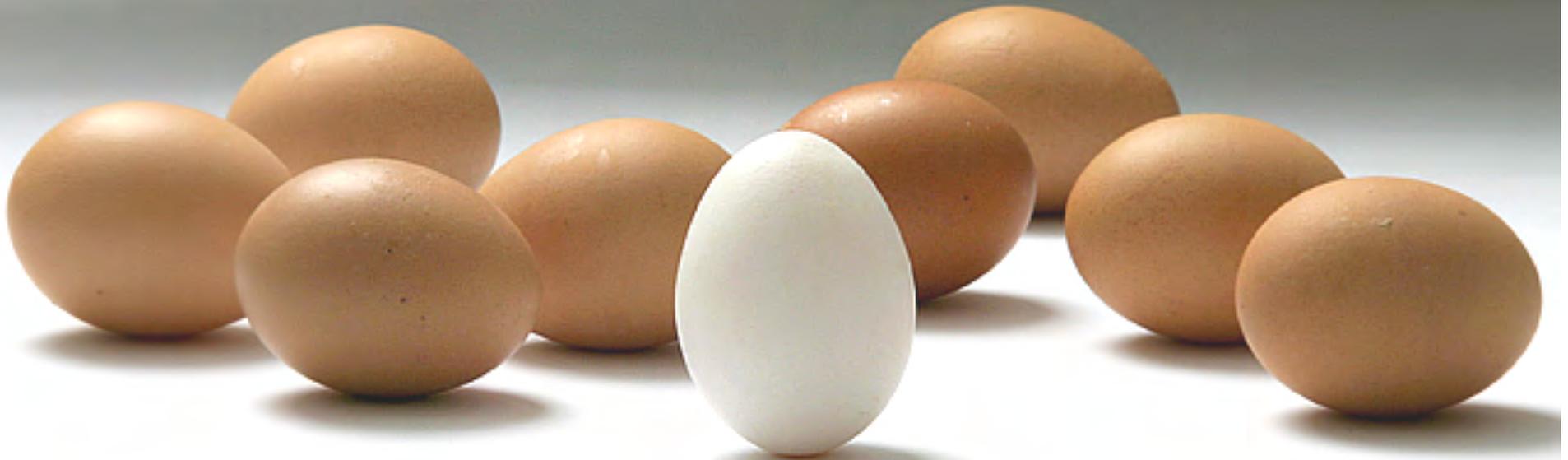
**Understand the prospects
business &**

**Everyone will watch money
grow on trees**

**Develop and use
Business Profiles!**



**Learn how to develop
Profiles on typical Free
Paper Advertisers!**



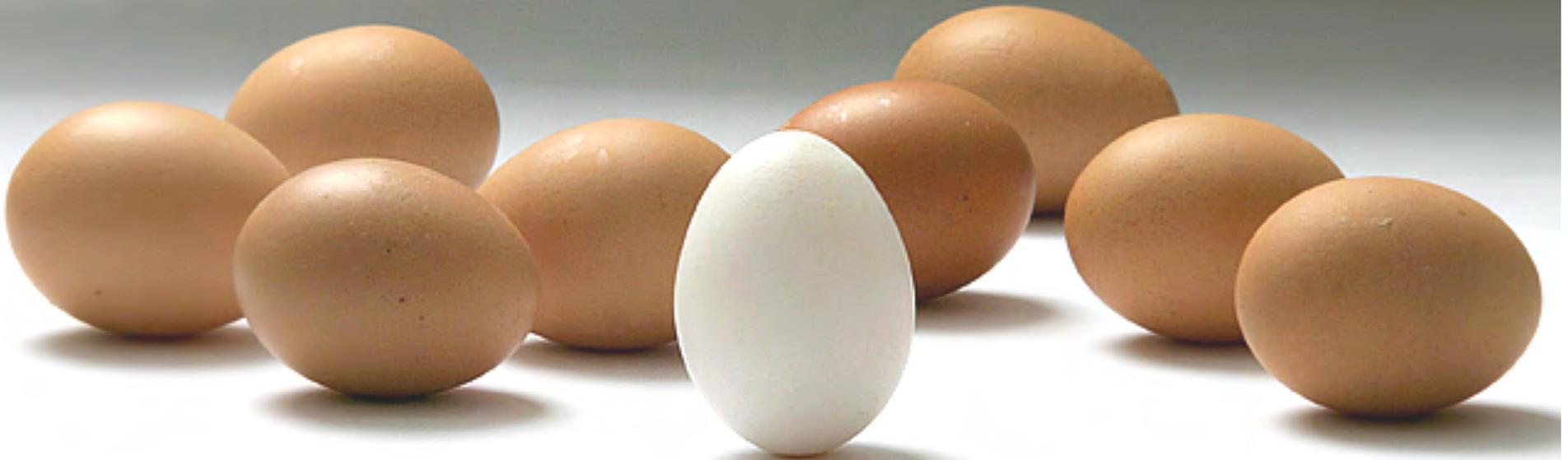
Let's develop a Profile

- **Business Name**
- **Business Description**
- **Demographic Profile**
- **Basic Business Needs**
- **Seasonal Trends**
- **Their Major Competitors**
- **Currently advertising in your Paper**
- **Suggestions for Advertising Campaign (ie Creative Copy, Offer, Headline)**
- **Recommendations (ie Zones, Products, frequency)**
- **Additional Information/Comments**

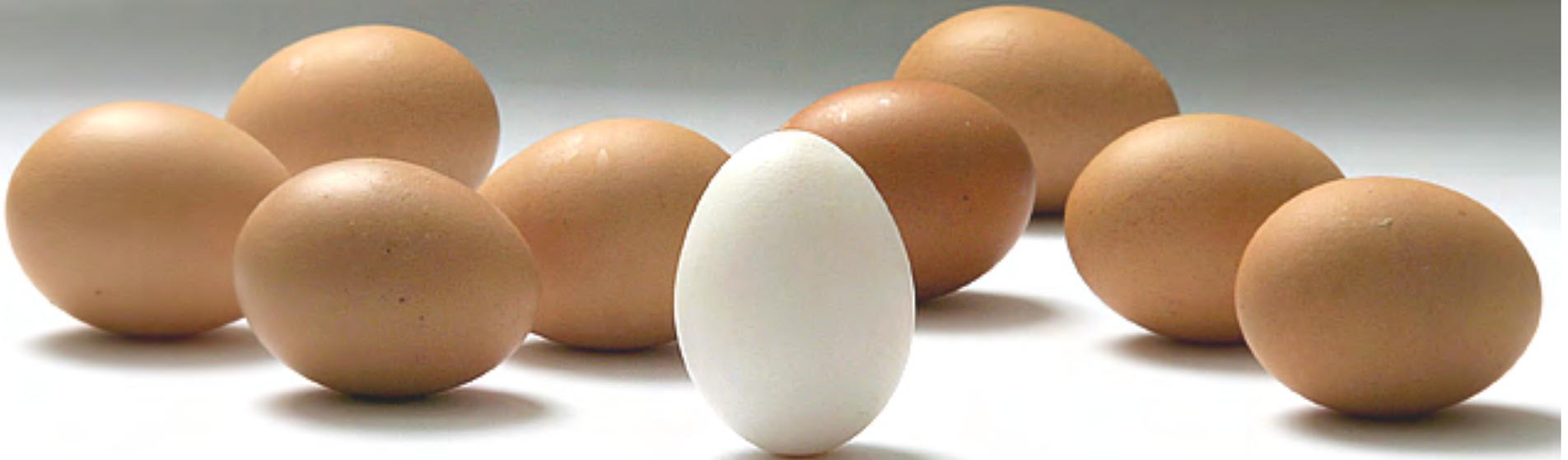
Target Businesses Typical to Free Papers!



**Now let's look at different
Business Profiles of typical
Free Paper Advertisers!**



Let's look at a Pizza Restaurant



Completed Profile (Pizza example)

Rob's Pizza & Italian Food)

Business Description

Serves pizza, Sit down restaurant/delivery

Demographic Profile

3-5 Mile radius, anyone who loves Italian food

Basic Business Needs

Delivery business may want to cater-increase lunch Mon-Fri business

Seasonal Trends

(Top busiest times) Football, Holidays, Special Events

Their Major Competitors

Major Pizza chains like Domino's and neighboring Pizza Stores

Current Advertisers

Pizza Man Little Ceasars Dominos

Completed Profile (Pizza continued)

Suggestions for Advertising Campaign (ie Creative Copy, Offer, Headline)

Lunch Specials

Buy one get one free

Free delivery

Free Breadsticks

Recommendations (ie Zones, Products, frequency)

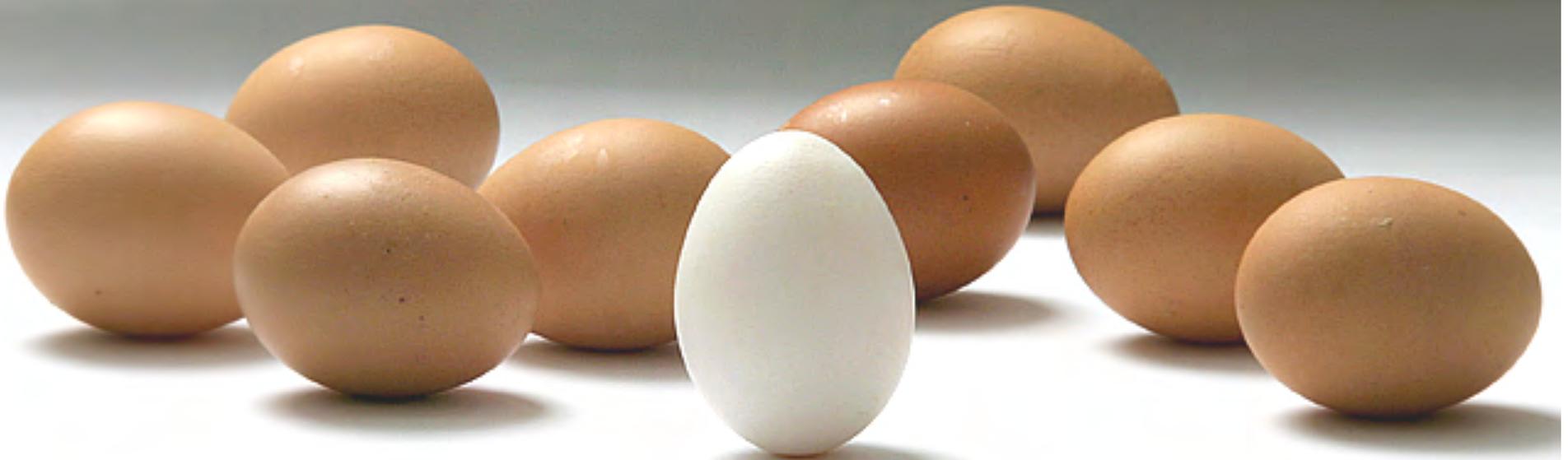
8 Zones

3-5 Mile Radius

Weekly Flyer & ROP ½ Page

You may want to run a Flyer for Impact in the Primary Zone
½ Page to reach further out but within their trade area.

Telemarketers How about a Plumber?



Completed Profile (Plumbing & A/C and Heating)

Business Description

Residential Home Business Commercial
Repair Service New Installation

Demographic Profile

Homeowners, Business Owners, Property Management

Basic Business Needs

Build Relationships with property management companies
Name Recognition Increase Volume of Business

Seasonal Trends

Plumbing-Year Around
AC-Summer Winter-Heating

Their Major Competitors

George Stephen Roto Rooter Mike Brazil
Carrier-Heating/AC Handyman Connection Aidee Do

Current Advertisers

Handyman Companies to many to list.

Completed Profile (example)

Suggestions for Advertising Campaign

(ie Creative Copy, Offer, Headline)

Free Tune Up

Free Estimates

Same day Service

Fall tune-up for Heaters

\$25-\$100 Off Service Call

Emergency 24hr Response

Accept All Major Competitors Coupons

"Things A Little too Hot At Home?"

"All Backed Up!"

"Our Snakes Are Longer!"

Recommendations (ie Zones, Products, frequency)

30 Mile Radius

4" ICD

30,000 Circ

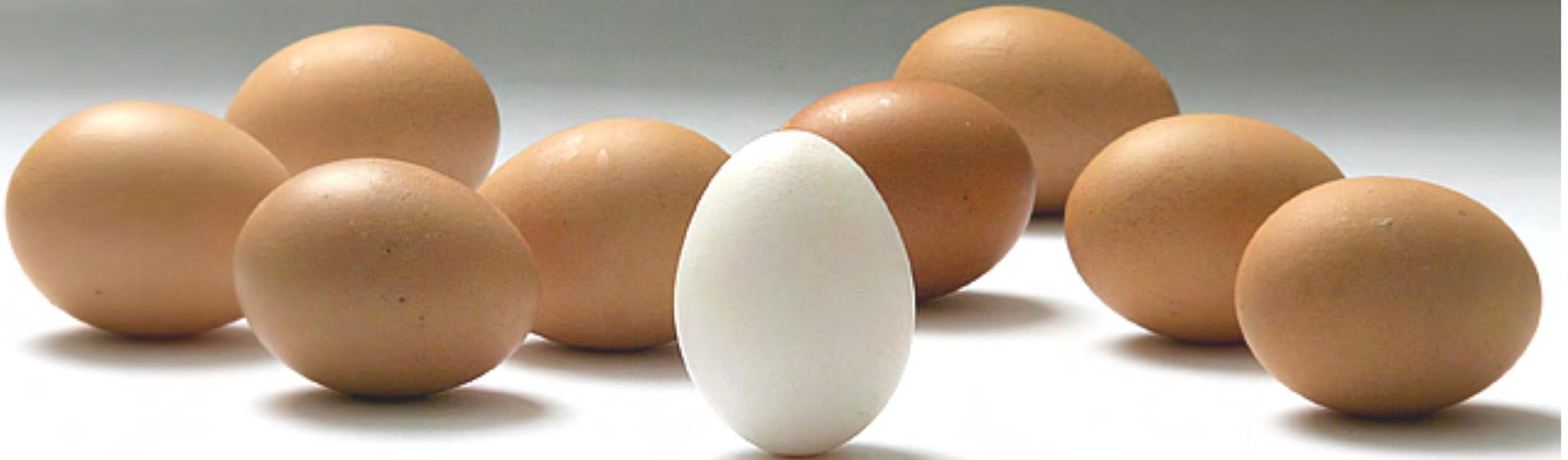
Coupon Book Monthly

Web Page Banner

Cover Tags With Flyers

Flyer Monthly w/rotation of zones

Professional Services Anyone?



Completed Profile (example)

Dandy Dentist)

Business Description

Demographic Profile

Basic Business Needs

Seasonal Trends

Their Major Competitors

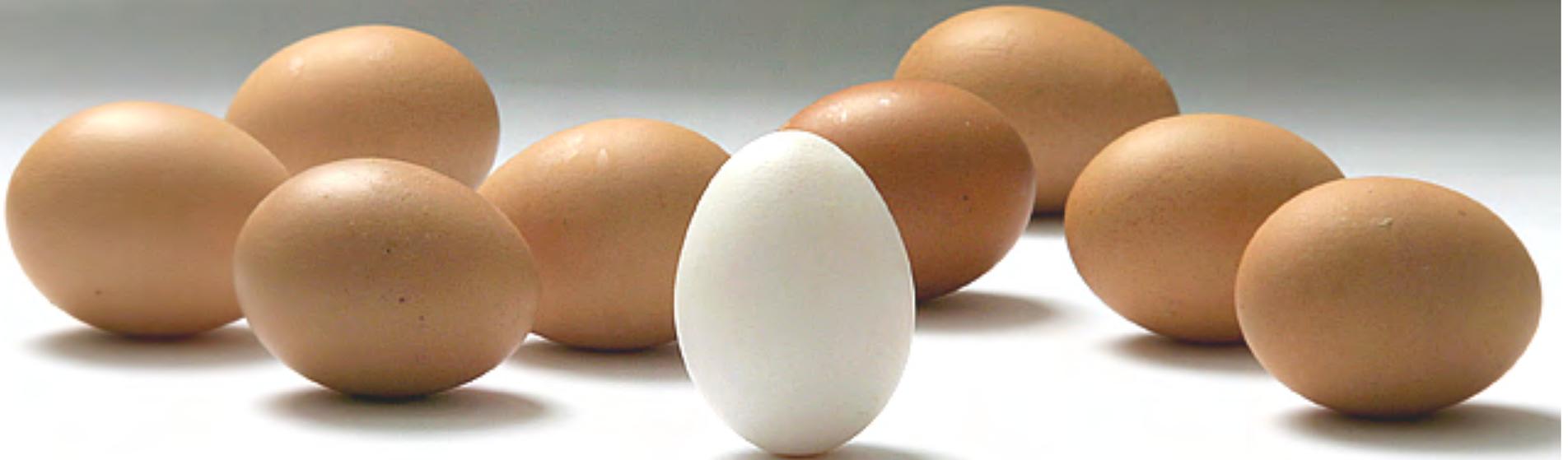
Current Advertisers

Suggestions for Advertising Campaign (ie Creative Copy, Offer,Headline)

Recommendations (ie Zones, Products, frequency)



Health and Beauty Services



Completed Profile (example)

Beauty Salons

Business Description

Demographic Profile

Basic Business Needs

Seasonal Trends

Their Major Competitors

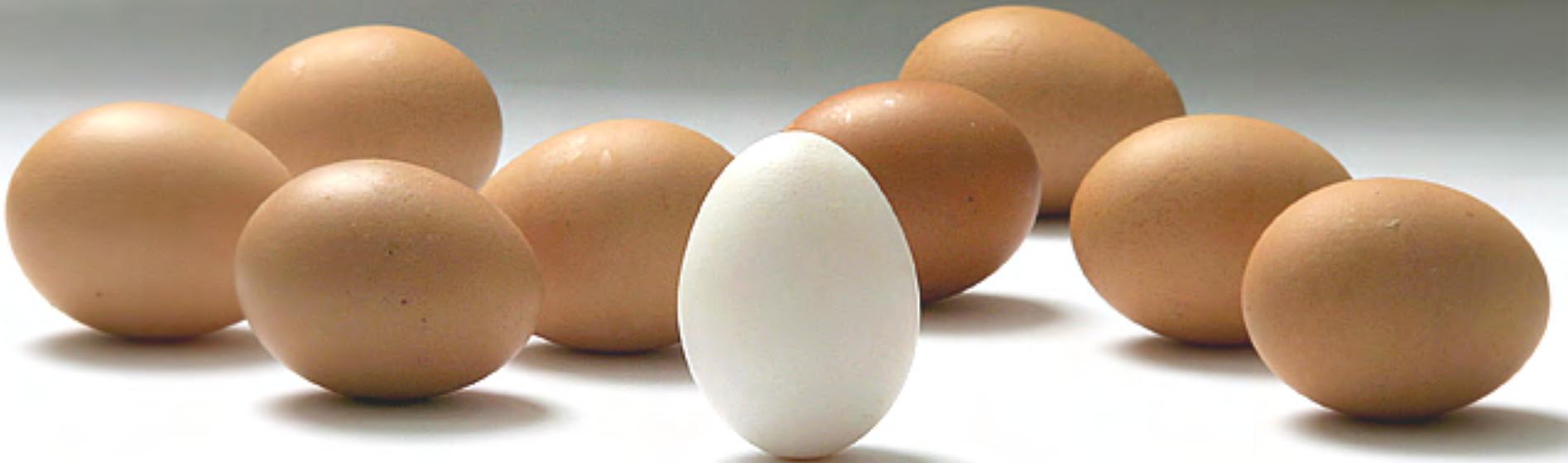
Current Advertisers

Suggestions for Advertising Campaign (ie Creative Copy, Offer, Headline)

Recommendations (ie Zones, Products, frequency)



Industry Profile Template
LETS TRY ONE
TOGETHER



Industry Profile Template

Business Description

Demographic Profile

Basic Business Needs

Seasonal Trends

Their Major Competitors

Current Advertisers

Suggestions for Advertising Campaign (ie Creative Copy, Offer,Headline)

Recommendations (ie Zones, Products, frequency)



How does this fit the Sales Process

Business Description
Demographic Profile

Prospecting Information

Basic Business Needs

The Questioning Process

Seasonal Trends **O. S. C.**

Their Major Competitors

Handling Objections

Current Advertisers

F.A.B

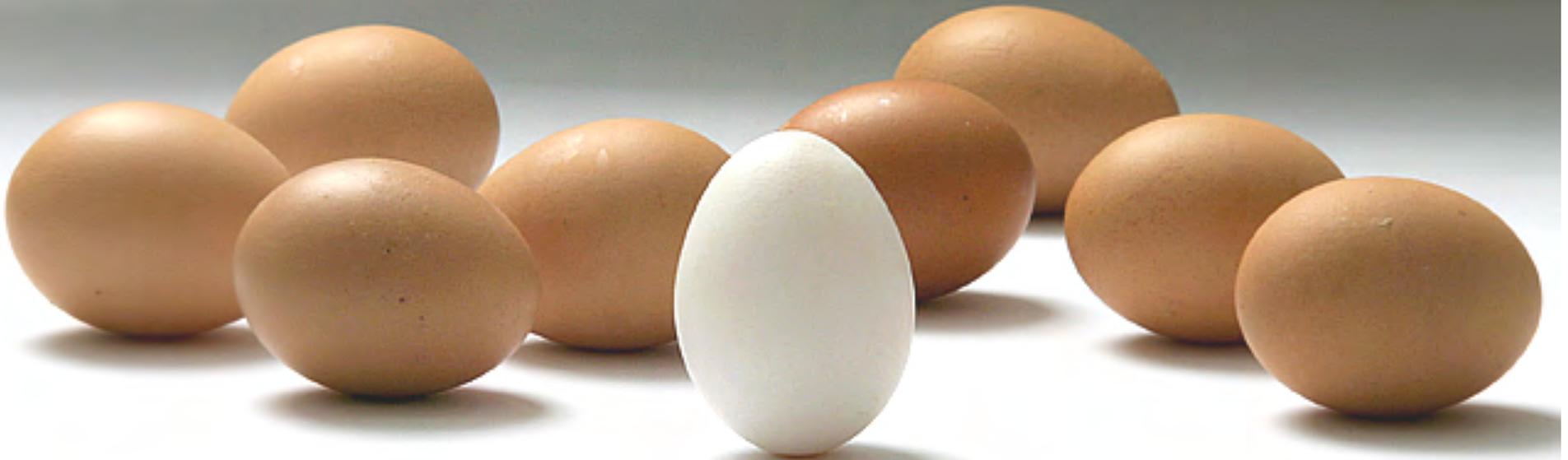
Suggestions for Advertising Campaign (ie Creative Copy, Offer, Headline)

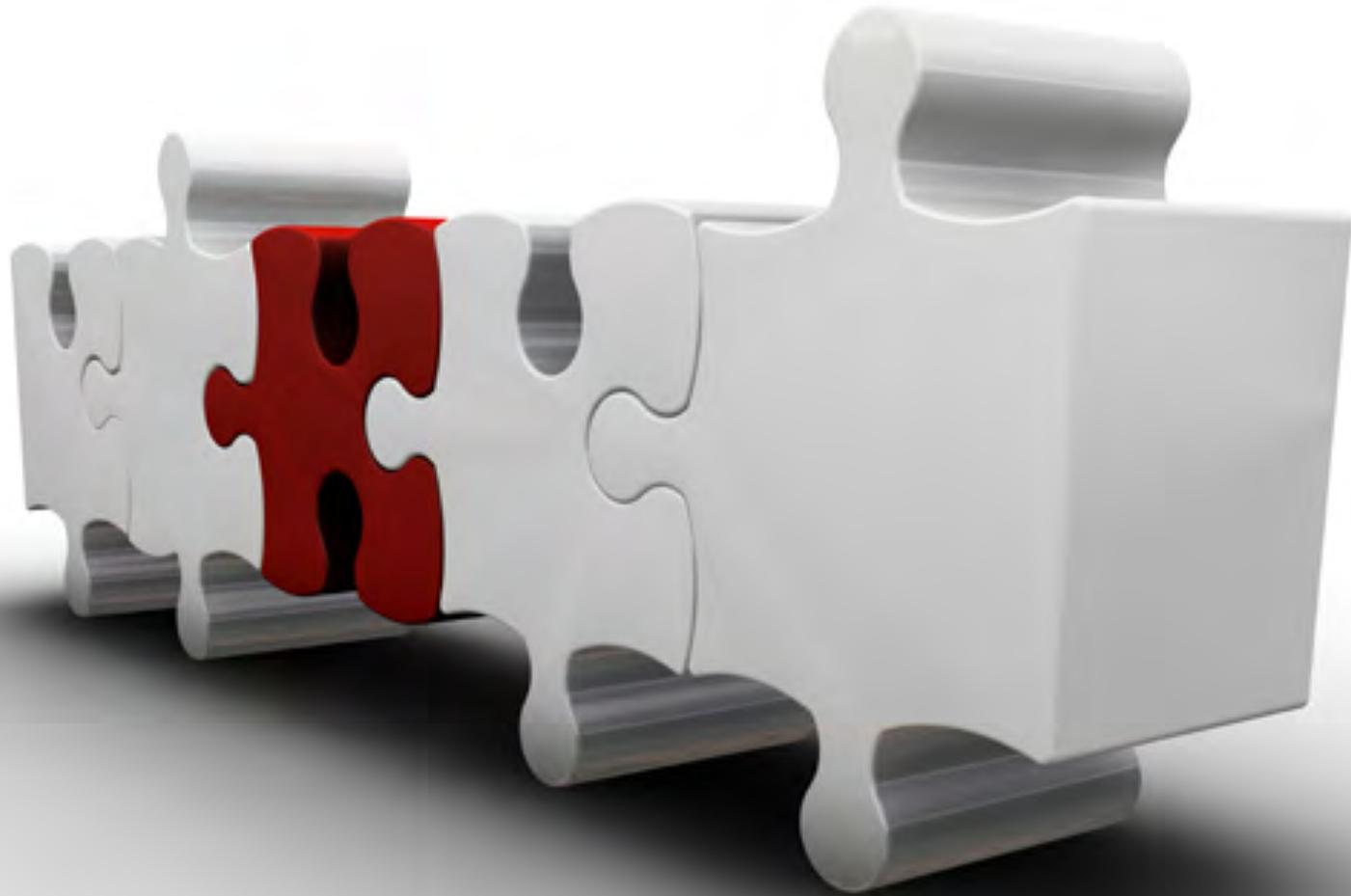
F.A.B

Recommendations (ie Zones, Products, frequency)

Assumptive Close (ask for the Order)

If time permits, let's try
some more





**In closing, hope you agree all of these
Businesses are a great fit for your paper!**