



Kirkpatrick Creative

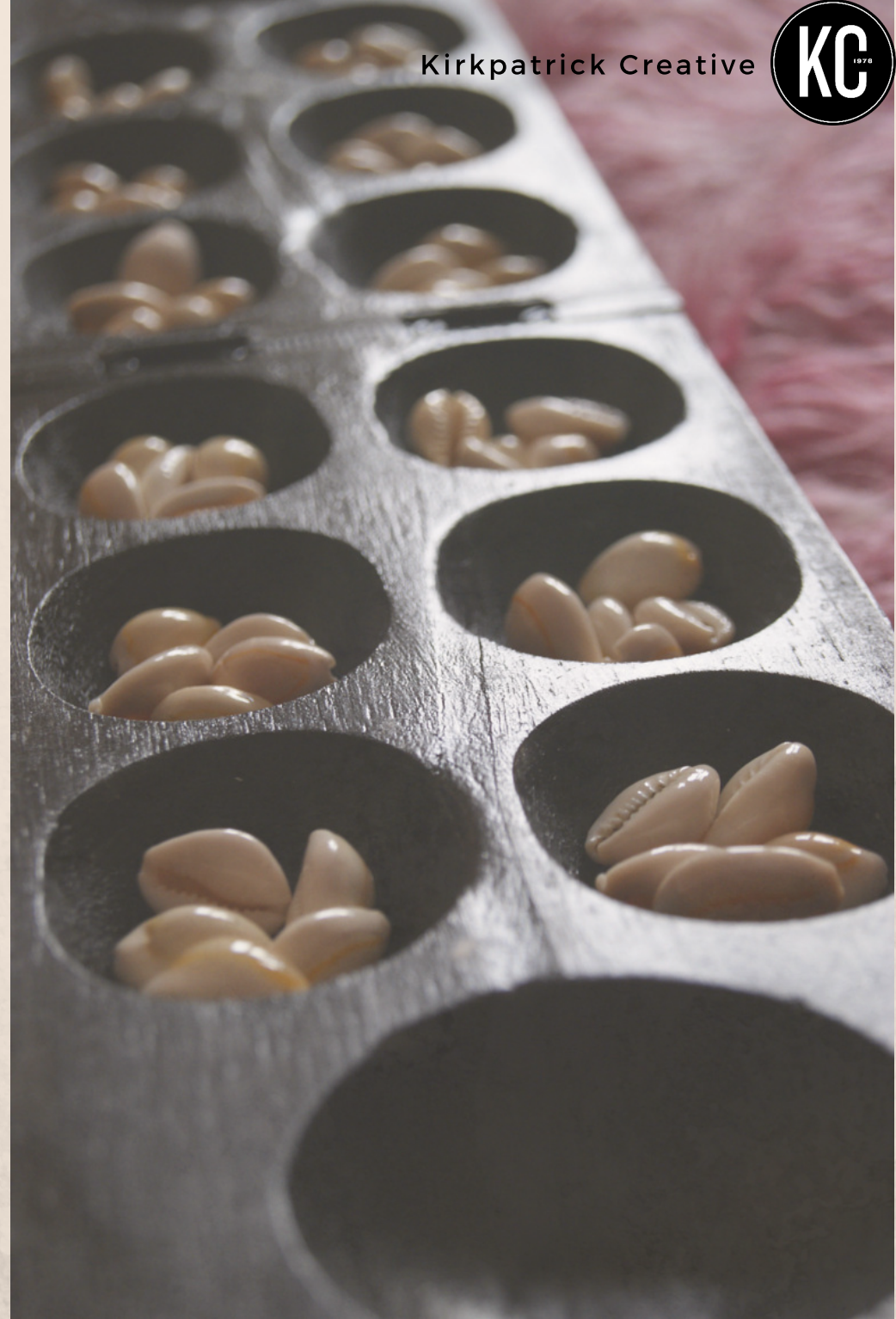
DESIGN TIPS FOR YOUR DIRECTORY AD

patrick laughlin / patrick@kirkpatrickcreative.com

WHY?

Why are your customers shopping the first place? Every purchase is motivated by an emotion.

Tap into that emotion, and you'll get an immediate connection!





KEEP HEADLINES:

Short. Clear.

Consumer-focused.

Headlines aren't the place for your company name, much less your life story. Keep a headline large and clear and make it about them. Tap into that buying emotion.



DON'T RELY ON HEADLINES.

Say it With a Picture

A picture's worth a thousand words -- and the right picture can be worth a lot more. When you don't have room for what you want to say, find a photo to do it for you.



THE AVERAGE
PRINT
CUSTOMER
GETS 65% OF
THEIR
INFORMATION
FROM IMAGES.

YOUR
AD'S
IMAGE/
PRINT
RATIO

THEY ONLY
USE TEXT
FOR THE
OTHER 35%

WHY?

Why should the prospective client choose you?

Once you've connected with them emotionally, they'll want a logical reason to pick you above the competitors.

What makes you, you?





WHAT MAKES YOU, *YOU?*

Your ad is in the attorney section. With all the other attorneys. Each offering (basically) the same services as you.

But in your office, it isn't advertising graphics that set you apart! What are clients going to find with you, they won't find anywhere else?

Pro-bono consultations? International will dispute assessment? A tiny dog greeting clients at the door

Put that in your ad!



THROW THEM A FREEBIE.

Your graphics are set. Your specialty is clear.
Your headline is perfect.

But a prospect is still on the fence
about which ad to respond to. Give
them something every shopper wants.

A Freebie.

For the final nudge, people need something of
"some value" for the effort of picking you.
Something like a "Free Legal Consultation"
or as generic as "Call Today for a Free Gift!"

HOW?

How can they contact you? No pitch is complete without a call to action.

If you aren't clear on how they can find you, they'll find someone else.





MAKE IT EASY FOR THEM.

Remember a directory advertisement is bought to get the phone to ring. You can have your address and website printed, but make sure your business phone line is clearly printed, front and center.



ONE LAST APPEAL.

You've appealed to their emotions.
You've made a logical argument that
you're the best option.
Your call to action should be one last
emotional appeal before giving them
your contact information.



Kirkpatrick Creative

Advertising is about relationships.

Kirkpatrick Creative has been advertising for law firms and small businesses in the Southeast since 1978. We have developed lasting client relationships through successful engineered and data-driven marketing strategies.

We apply old school know-how through new school methods to ensure the most bang for your buck.