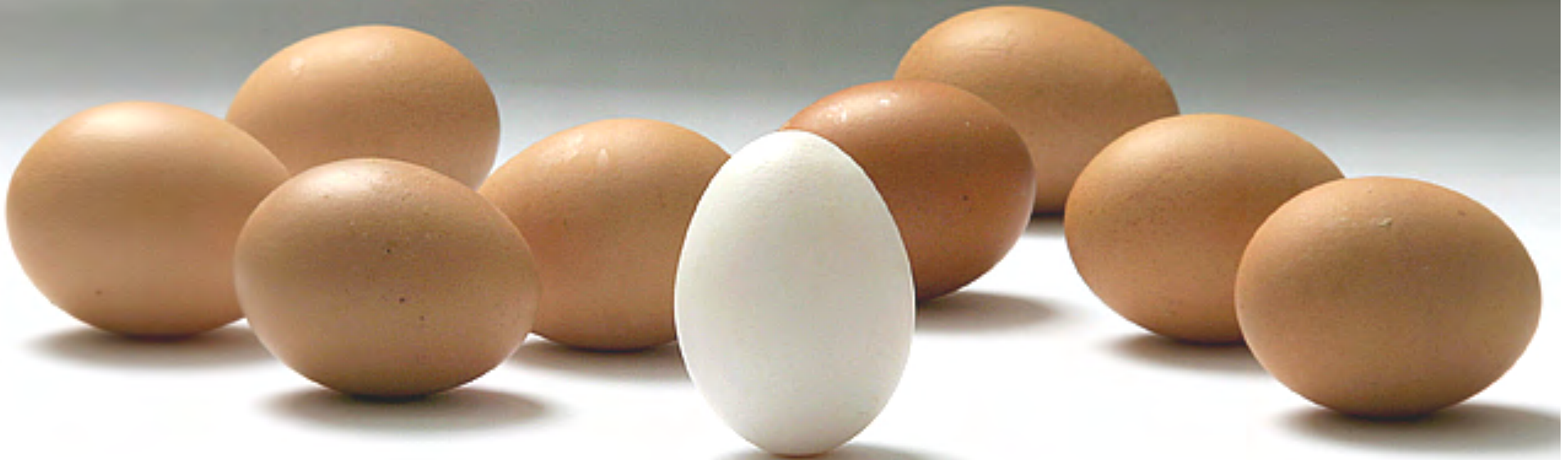


**Don't put all your eggs in  
one basket**



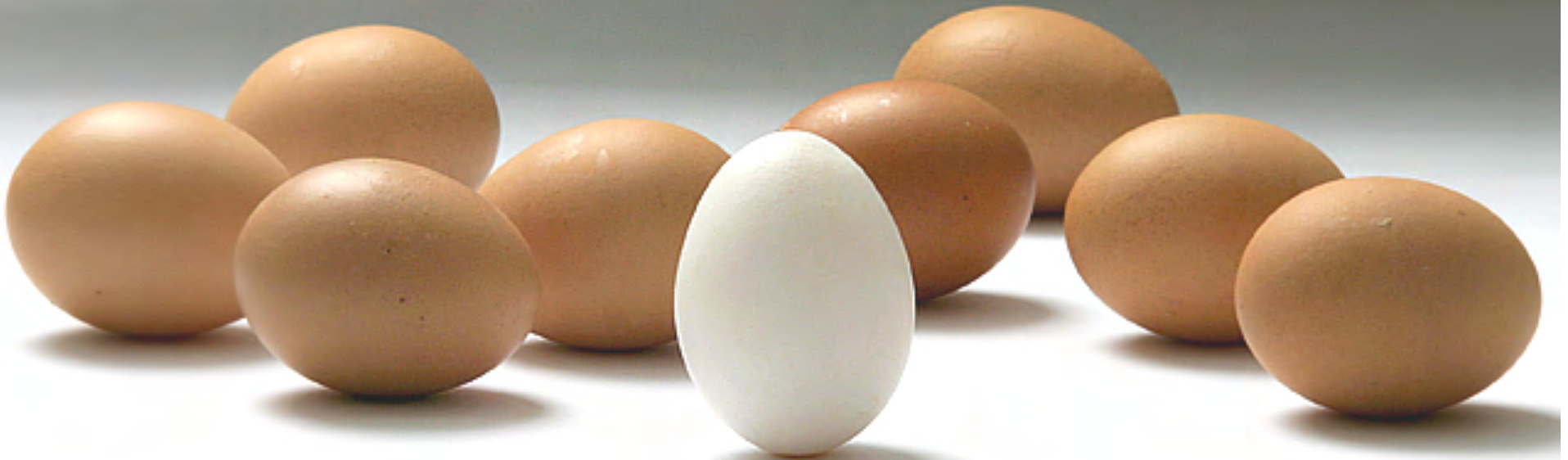
**Understand the prospects  
business &**

**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

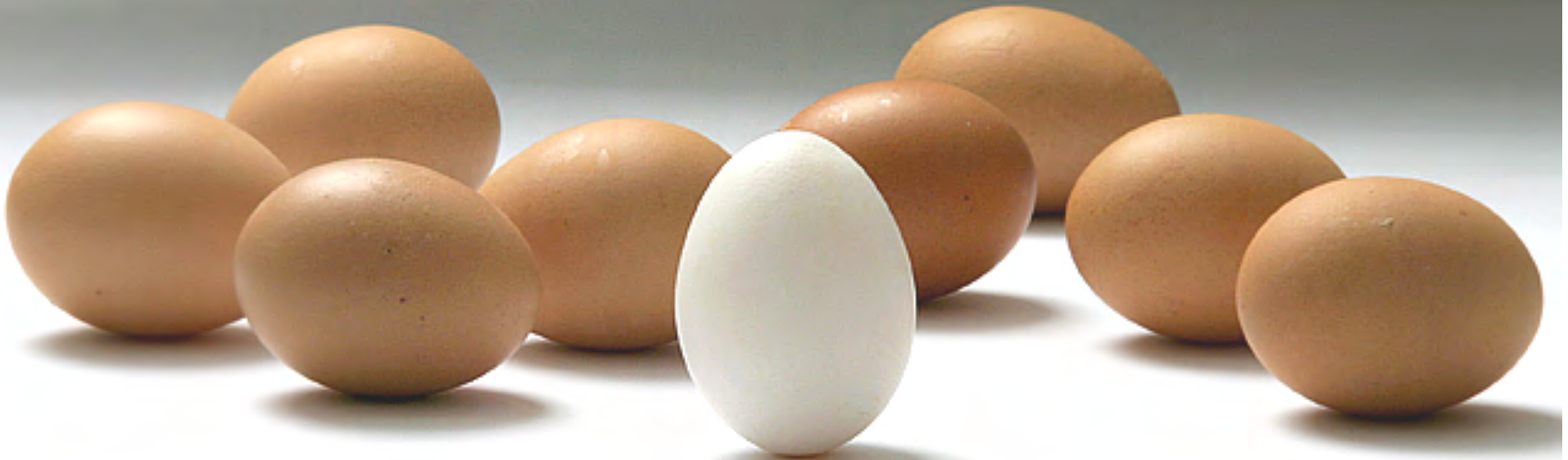
- **Business Name**
- **Business Description**
- **Demographic Profile**
- **Basic Business Needs**
- **Seasonal Trends**
- **Their Major Competitors**
- **Currently advertising in your Paper**
- **Suggestions for Advertising Campaign (ie Creative Copy, Offer, Headline)**
- **Recommendations (ie Zones,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



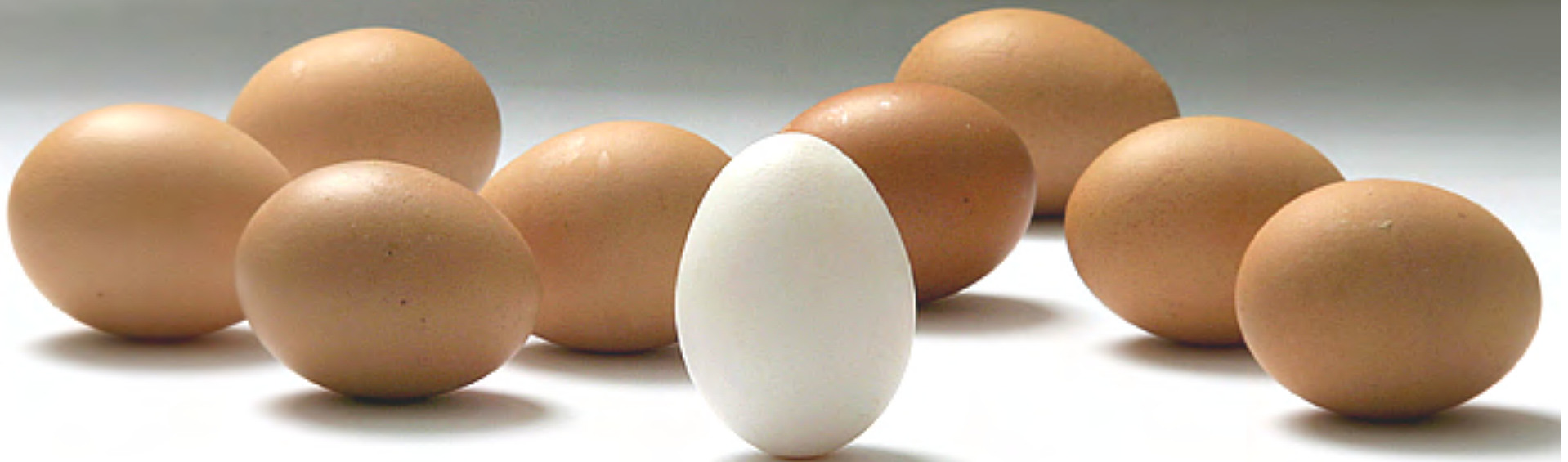
# Target Businesses Typical to Free Papers!



**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)

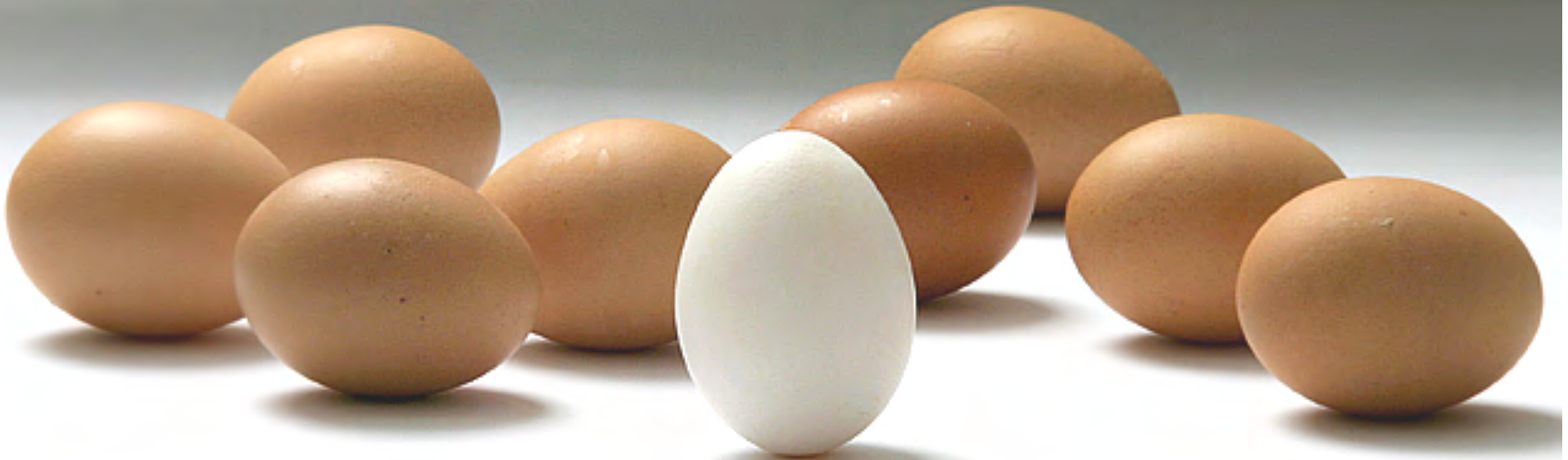
8 Zones

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

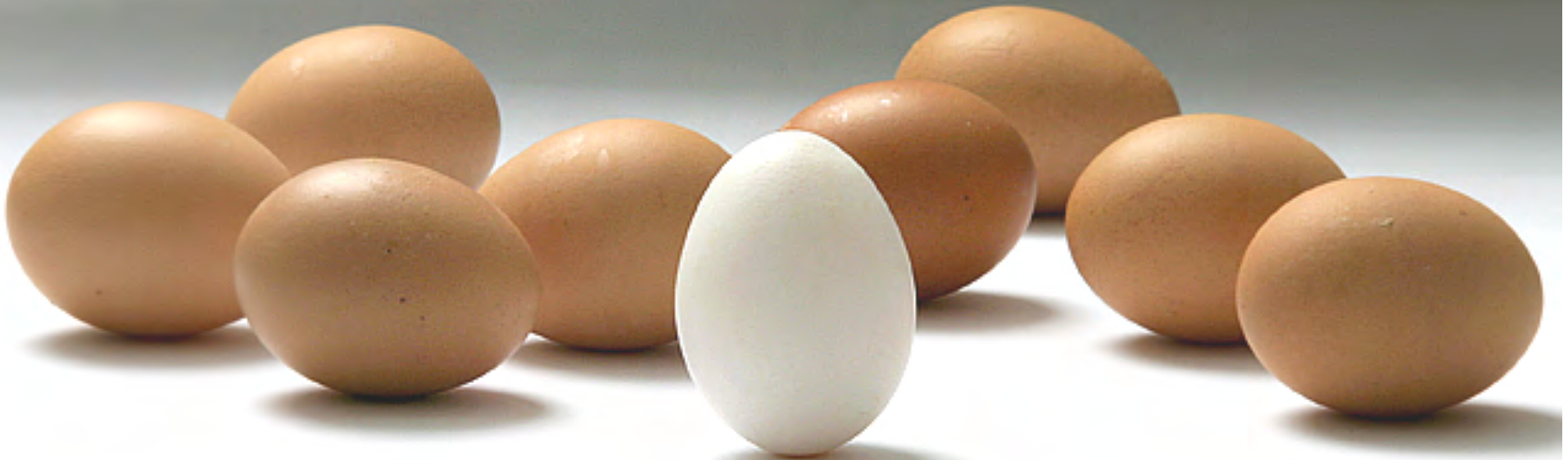
Web Page Banner

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

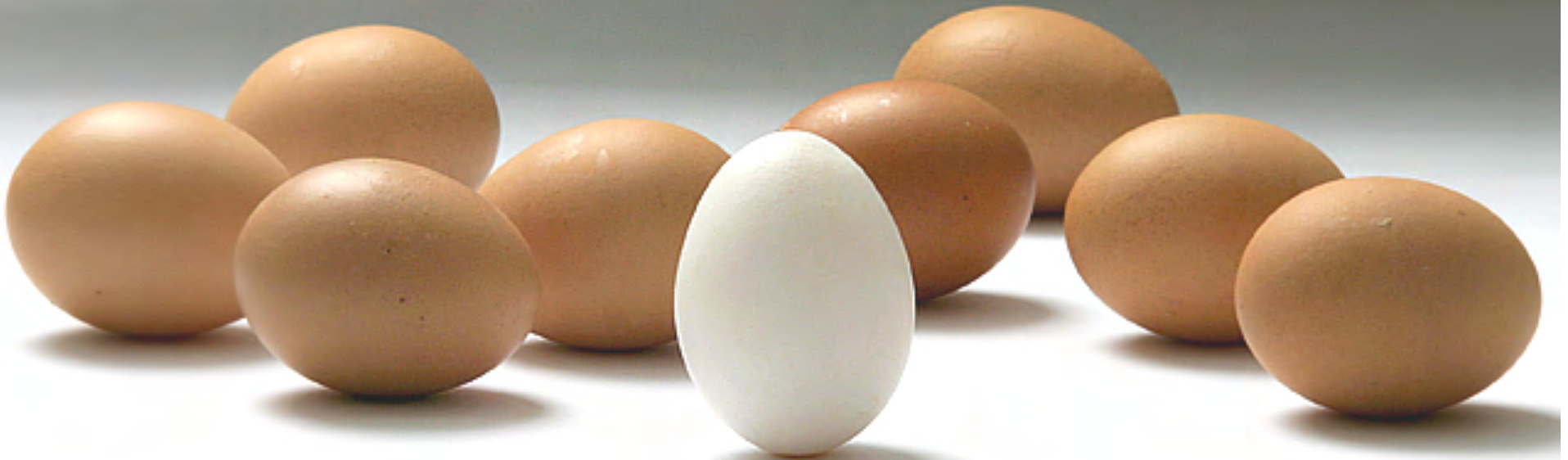
Their Major Competitors

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

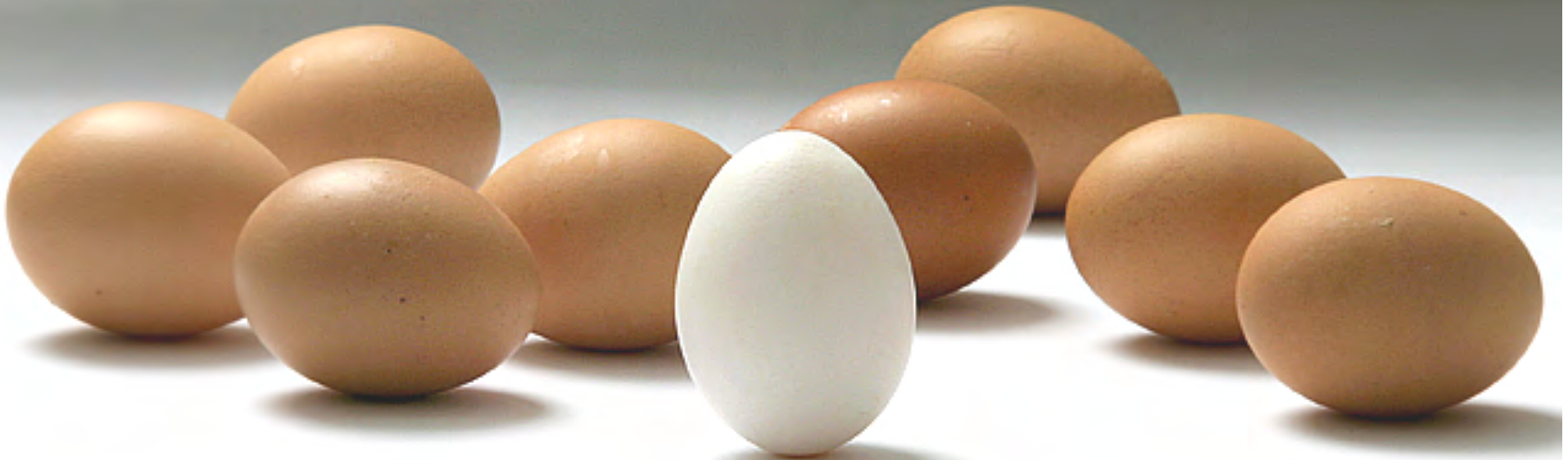
Suggestions for Advertising Campaign (ie Creative Copy, Offer, Headline)

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**

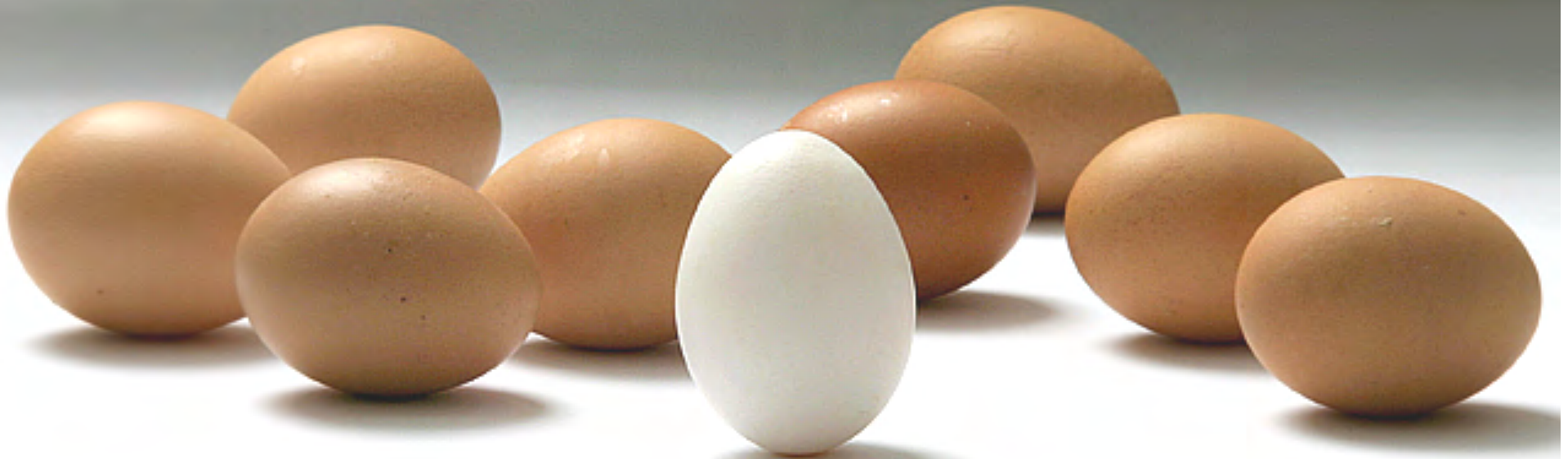
Suggestions for Advertising Campaign (ie Creative Copy, Offer, Headline)

**F.A.B**

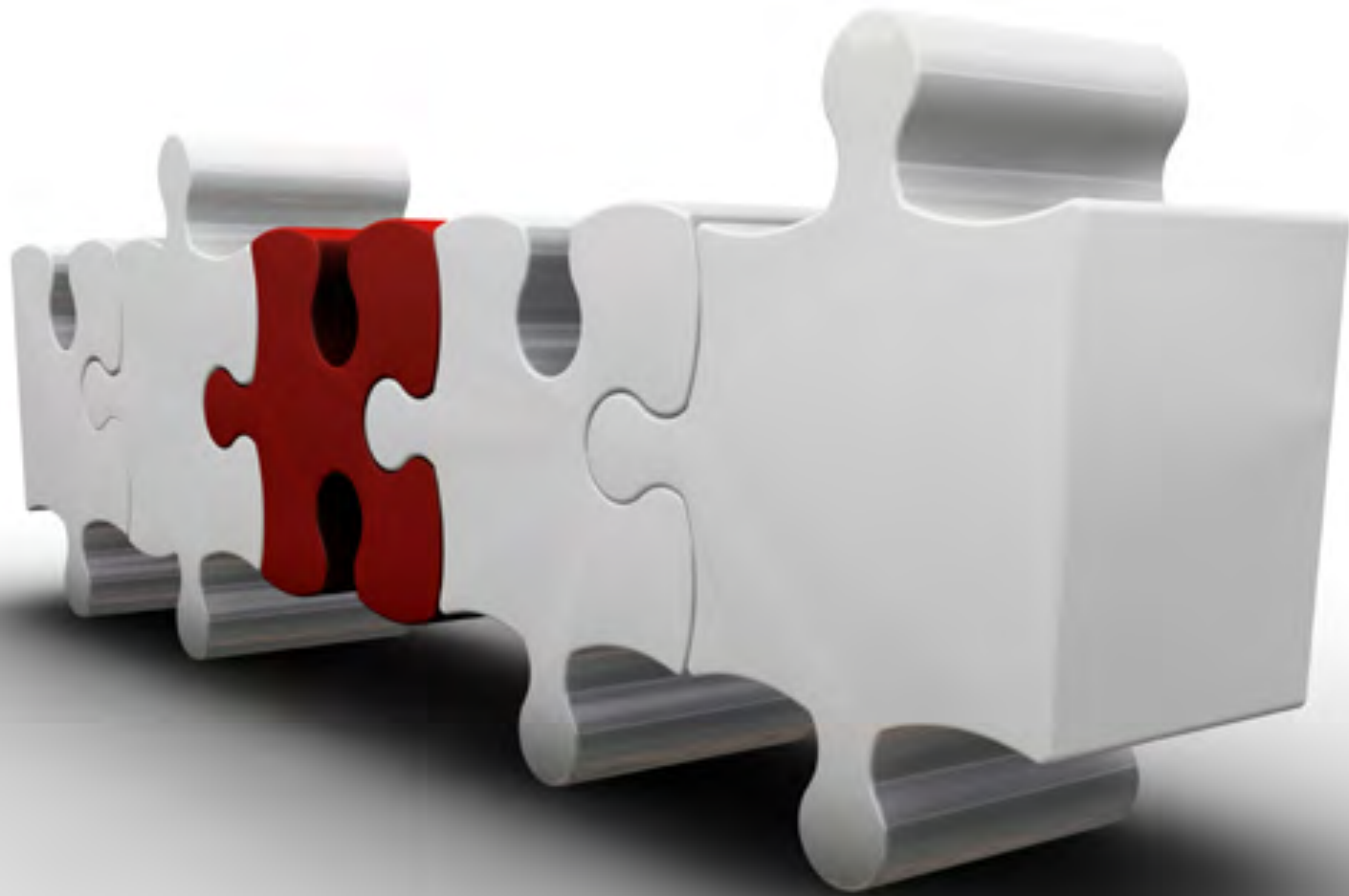
Recommendations (ie Zones, Products, frequency)

**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!