

# TRICKS OF THE TRADE

## MANUAL

Third Edition



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# Characteristics Of A Successful Advertisement

Many small businesses don't get success they want from advertising due to availability of very little resources. The results are simply flat due to lack of good ideas for improvements. Whether the ads are put in a local newspaper or are printed in the famous periodical or posted on a website, the money invested should gain the desired outcome. There are some common mistakes small businesses and professional service providers do when designing and posting the advertisement, which leads to the failure of the advertisement.

Bigger is better is believed in by many. That's exactly what some of the small firms think when they want to advertise their product. They think bigger and select a medium where they need to invest a lot of money, but do not reach the targeted market. Like if a company specializes in designing diet plans and want to help out people who had disappointing results from their individual diet plans, and the company chooses to advertise a full page in the local paper instead of running advertisement in a health magazine, obviously not many of the dieters will notice the advertisement and the advertisement doesn't get the desired attention.

