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RENOVATE YOUR AD SPACE

GIVE YOUR TIRED HOME IMPROVEMENT BUSINESS AD A MAKEOVER WITH THESE 5 TIPS

Recently my wife was marveling over a friend's phenomenal kitchen remodel. She suggested our kitchen could use an update and that we should hire the same contractor. "What's his name? We'll Google him," I said. She explained this contractor has a full time job and does remodeling projects on the side. "He works strictly off recommendations," I was told.

This contractor has got to be loving life. He's gainfully employed and does side projects that pay great. He doesn't advertise, his reputation gets him all the jobs he needs. Great. But, what about contractors who rely on the jobs they book? Advertising is the life blood of any business. Doing it wrong can be worse than not doing it at all.

Contractors whose business can't be solely supported by referrals should think about advertising. If you're considering making the investment here's **5 TIPS** on creating a great ad for your home improvement business, so you can confidently put your money where your word of mouth is.



1. GIVE IT CURB APPEAL

Like someone checking out a remodeled home from the street, the headline is the first thing a potential customer sees. It's where they decide if your ad is speaking to them. Make your headline engaging or entertaining. Catch their eye and they'll come inside.

2. USE AN OPEN CONCEPT FLOOR PLAN

In design people love wide open spaces, and they love it even more when it comes to reading. Don't cram your ad with text. Leave plenty of white space. Potential customers will see it as an easier read and be more apt to give it a look.

3. CREATE A FOCAL POINT

Just like a fireplace or great view influences the design of a room, so must a focused message do in your ad. Figure out the single idea to convey and be sure your copy branches from that one inspiration.

4. HAVE A COMPLIMENTARY DESIGN SCHEME

Contrasting colors make for great design pairings, and in advertising the same goes for different fonts. Vary fonts to draw the eye to important points. Just don't go overboard. No more than two or things tend to look messy.

5. PLAY OFF ITS UNIQUE ARCHITECTURE

Every space is a one-of-a-kind, like you. You're not just selling a service, you're selling you. Let potential customers know who you are and why you should be their "go-to" for their home improvement needs.

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