

# EASY WAYS TO GET FREE ADVERTISING

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## **EASY WAYS TO GET FREE ADVERTISING**

Place copies of your circular on bulletin boards throughout your community such as in coin-operated laundries, grocery stores, barber shops etc. Concentrate on Fridays and Saturdays when shopping increases.

Check with local newspapers. Before going to press, many smaller newspapers have space left that needs filling. Your advert may just be the right size to occupy the unfilled space and they may well agree to run your advert for free.

Place your circulars on the windscreens of parked cars. Youngsters will be happy to do this for a few pence. Check first with your Local Council or car park operator to see if this is permitted as regulations do differ quite considerably from one place to another.

Leave sales literature on doorsteps of homes and businesses in your area. Do this on weekends in residential areas and weekdays for businesses.

Have your best pulling 1" and 2" adverts made onto a rubber stamp. Then stamp it on envelopes of all your outgoing mail.

When you have envelopes printed with your return address, have them also print your best advert directly beneath your address. It costs nothing additional to have this advert printed on the front of your envelopes. Check with the Post Office before doing this as they do have certain restrictions which vary from time to time.

Take advantage of advertising 'specials'. Many publishers offer adverts on a three for the price of two basis. Use the free advert and pocket the difference.

In your adverts, always request an S.A.E. then insert some of your other offers in the outgoing mail. This is the same as getting free advertising. Never miss an opportunity to get your offers out to your potential customers - particularly if you can save money at the same time.

Become a 'Mailer'. Get your Printer's lowest price for printing circulars on both sides of the sheet. Contact other dealers and state that you will print and mail their circulars for this price 'with no conflicting adverts on the back'. Then print your circulars on the reverse side and distribute them with your outgoing mail. There is no extra cost for postage or envelopes and your side of the circular is paid for by your customer.

Offer free commission on circulars. Print one of your regular offers on one side, a small commission offer on the reverse and leave space where the mailer can rubber stamp his or her own name and address. Your offer then gets a free ride.

If you use a postage meter machine, use the space directly to the left of the stamp imprint for placing a small advert. This way you get a FREE message to your potential customer.