

“Who Else Wants a Kick-Ass Yellow Page Ad that Compels Presold Ideal Prospects to Call You?”



Personal Promise:

“If all you want is cheap, “homogenized” Yellow Page or display advertising copy and design, please call someone else. I personally promise to apply my 32 years personal experience and proven processes to create the most profitable advertising possible for you. You get a “Kick-Ass” Yellow Page or display ad that stops your prime prospect in their tracks, stands out from your competition, expresses your strengths and diminishes your weaknesses, connects with your ideal target prospects most cherished want, and gets the majority of your prospects to call you immediately. I want your phone to ring like it never has before.”

-Larry Conn

To do that, I need your cooperation. I prefer to communicate by fax or email to eliminate the telephone tag and time zone challenges. This also creates a written record I can review about what we agreed to add and delete from your ad which reduces confusion and misunderstandings. I need you to agree to complete the questions I fax or email you, and fax them back to me ASAP. I need you to supply me with the information I request that is necessary for the completion of your ad, and make it a top priority.

Designing an ad is like baking a cake. I can't get started on the design and layout until I assemble, boil down, and strengthen ALL the profit triggers for your ad. All copy and pictures must be supplied a minimum of 5 days prior to the date scheduled to do the layout. I will deliver to you the “camera ready” ad by email for final proof. All packages include 1 Free proof of your completed advertising. Additional changes, proofs and deadlines of less than 30 days will be charged an additional fee

What I Don't Do

- I do not answer or return calls outside of normal business hours M-F, or on Holidays.
- I do not provide legal advice because I am not an Attorney.
- I will not contact your Yellow Page salesperson for any reason. It is your responsibility legally to approve the final proof and submit your ad.
- I do not like to deal with “your right hand person” because something always gets lost in the translation, and it creates a lot of unnecessary confusion.
- I do not need to see or review your competitor's ads, unless I designed it.
- I do not want to review information I didn't specifically ask for, unless we've discussed it prior and I agreed to review it. A bunch of superfluous information hides the key elements about your business I want to include in your ad.
- I won't leave my client in a situation where they miss their declared deadline.

What My Clients Say:

“Larry this is a “Kick Ass” ad! It certainly communicates what we do, and why the prospect should choose us over the competition.”

- Dr. James Fairfield

“Larry, this is a work of art. I am so pleased with how you took information that we gave you and you made it sound great. Thanks again, I love it!”

- Glenda Dean



Application for a “Kick Ass Ad For You”

I have a limited amount of time due to travel and speaking at events, and have a strict limit of accepting only 7 ad design clients per month. I need you to apply for a “Kick Ass Ad For You” to be sure that I can complete your ad design by your deadline with my already scheduled obligations. Please answer the following 3 simple questions and fax this page to me immediately.

- 1) How did you hear about me? _____
- 2) When is your deadline to submit your Yellow Page or display advertising? _____
- 3) What is the single most important thing I can do for you with your advertising design? _____

Choose package desired.

- Platinum Package \$3997** includes 1 Yellow Page or display advertising marketing strategy, copywriting, design and layout up to 2 Full Pages.
 Check here for 3 monthly payments of \$1342
- Gold Package \$2997** includes 1 Yellow Page or display advertising marketing strategy, copywriting, design and layout up to 1 Full Page.
 Check here for 3 monthly payments of \$1009
- Silver Package \$2697** includes 1 Yellow Page or display advertising marketing strategy, copywriting, design and layout up to ¼ Page.
 Check here for 3 monthly payments of \$909

FREE TIPS!

All Packages Include

4 Valuable Bonuses:

- 1) “How to Scientifically Determine Which Local Yellow Pages Is Used by Your Ideal Target Prospect”
- 2) FREE \$250 Ad Size Evaluation
- 3) Testimonial System When You Take Action and Order Today
- 4) “14 Amazing Ways to Stand Out from Your Competition Excluding Price”

(All 4 Bonuses are a \$1250 value)

Please Print Clearly to avoid a delay in processing your application

Print Name: *(as on credit card)* _____

Business Name _____

ShippingAddress *(no PO boxes)* _____

City _____ State _____ Zip _____ Your Email _____

Office Phone () _____ Cell Number () _____ Fax () _____

Credit Card Number _____ Expires _____

Signature _____ Date _____

Take Action NOW and fax your completed application to: Fax (760) 873-8703. All applications are handled on a first come, first served basis. You will be notified within 2-3 business days if your application is accepted or declined. Custom Designed ads are to be paid in advance, and are 100% non-refundable once your application is accepted. www.InstantYellowPageProfits.com

Call (949)278-4731 if you have questions.

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