

Why Advertorials? Seven Tips to Increase Your Results

A full page advertorial (educational article) give you an unusual opportunity to explain to thousands what is unique about, you, your service, and your product!

Tip # 1

When writing educational articles to increase your sales by 400%, **target the Women's Market!**

Why?

Because women are the most influential and powerful demographic group!

According to the National Foundation for Women Business Owners:

- Women are the primary consumer decision maker in 85% of all households.
- Women are expected to acquire 94% of the growth in U.S. private wealth between now and 2010.
- Women make 69% of all household health decision.
- Women make 75% of the decisions about new homes.
- Women earn more than \$1 Trillion annually; spend over \$3.7 Trillion and control over \$14 Trillion of wealth.
- By 2008, women heads of households will constitute over 28% of homeowners.
- Women constitute the most influential mainstream market.

Women buy based on the information given and the relationship they forge with the practitioner or the brand. "Women start the purchase decision differently from men... they ask around; women pursue a different outcome from men... they look for the perfect answer; women seek more information and investigate more options; women develop loyalty over the long haul and share their decisions with others."

Marketing to Women, Second Edition by Marri Barletta, 2006

Does your target market include women? Shouldn't it? Makes sense, right?

Tip # 2

When writing educational articles to increase your sales by 400%, **identify the 5 or 6 most commonly asked questions about your products and/or services that are asked over and over again by prospective clients, customers or patients.** Then, answer those questions in reader friendly educational articles as if you were speaking directly to a prospective client, customer or patient.

Why?

Educate. Educate. Educate. An educated consumer is a better consumer. Women will work with product and service providers who add value to their lives.

`...women seek more information and investigate more options....
(*Marketing to Women, Second Edition by Marri Barletta, 2006*)

Answering these most commonly asked questions in an educational manner accomplishes the following:

1. It saves you time and money!

How much time do you or your staff spend answering the same questions from prospective clients, customers or patients about your products and/or services over and over again... each hour, each day, each week, each month?

It really adds up!

And, by the way, who answers those questions anyway? *Is it you, the expert?*

Or, as often happens, is it an inexperienced or non-qualified employee answering technical questions from prospective clients, customers or patients? Could you be losing sales due to misinformation?

Having the expert (YOU!) answer these questions in an educational article **in advance**, not only saves time but ensures accuracy - which leads to **more sales!** It also frees you and/or your staff to focus on what is important... your jobs!

Saving time = saving money.

2. It positions you as the local expert in your field or specialty.

Answering questions and providing good, educational information demonstrates your expertise and shows the reader that you know your stuff! Doing this on a regular basis over a period of time establishes you as the local expert in your field. Once you establish yourself as the local expert, your competition fades into the sunset.

3. It pre-qualifies prospective clients, customers or patients and eliminates the "tire kickers."

When you answer their questions in advance, they understand what you do, how you do it, and that you are the local expert in your field. So when they call, they are ready to buy! Your job is to make the sale!

When writing your educational articles, let your personality and humor shine through. People will do business with people they like and can relate to.

Tip # 3

When writing educational articles to increase your sales by 400%, **include a reader friendly picture of yourself, generally a portrait, taken by a professional.**

Why?

A picture is worth a thousand words! Think about what affect pictures have on you. Women really relate to pictures. They want to know who they are dealing with so show them who you are! Your picture, along with your article, provides the reader with a direct connection to you. Repeated exposure to your picture will help to eliminate your competitors from the minds of your readers.

And besides, by including a photo of yourself with your educational article, you will become **the most recognizable** person in your field in your community. How cool is that?

Tip # 4

When writing educational articles to increase your sales by 400%, **don't forget to include your Bio!**

Why?

Why not? Take a little (**and we mean a little**) space to brag about your education, how long you have been in business, your professional affiliations, membership in business and community organizations, and/or any other pertinent information that might be of interest. Of course, the readers will think you are bragging about yourself and _you are! After all, there is nothing wrong with being proud of your accomplishments. Including this information supports the connection between you and the readership.

Tip # 5

When writing educational articles to increase your sales by 400%, **be sure to include written testimonials from your happy and satisfied clients, customers or patients.**

Why?

Because when you say or write nice things about yourself (as in your Bio) people consider it bragging. When other people say or write good things about you, it's credibility. It's proof. Testimonials can sell when you cannot.

Educational articles that include testimonials have a much more powerful effect on the reader than traditional display advertising. Testimonials are a call to action on the part of the reader. Ideally written, testimonials should reduce risk or show value.

Don't have any testimonials? Ask your three best customers why they bought from you and then ask them to put it in writing!

Tip # 6

When writing an educational article to increase your sales by 400%, **be sure to include a catchy title that peaks the reader's interest but also gives the reader an idea of the subject matter.**

Why?

A catchy or whimsical title can be very effective in persuading the reader to actually read your article but don't make it ambiguous. If you make the title ambiguous, you very well might miss your audience. For example, a title such as "It Seemed Like It Was Too Good To Be True, But It Wasn't" doesn't tell the reader anything about the subject of the article. You may be selling the best widgets in the universe but widget enthusiasts might very well skip over the article because there's no hint as to the subject matter.

On the other hand, a title such as "The Dirt On Natural Soap" is a very catchy, whimsical title AND it tells the reader exactly what the article is all about. See the difference? Good. Now, go out there and write a catchy title for your educational article that peaks the reader's interest while giving the reader an idea of the subject matter. You'll be glad you did!

Tip # 7

When writing an educational article to increase your sales by 400%, **be sure to include your contact information.**

Why?

This is a no-brainer, right? If they don't know where to find you, they can't buy your goods and/or services. Of course, the emphasis should be on the education in your educational article, but save a little space to include your name and/or the name of your business and the usual cascade of telephone, fax and cell numbers not to mention email or website information. You may even have a small display ad or business card ad with your contact information ready to insert. It's up to you which information to include and may vary depending on the type of business.

So there you have it - "7 Tips to Help Write Educational Articles That Increase Sales by 400%" We hope that you have found them to be most helpful!

As you may have guessed, The Suburban Woman offers you the opportunity to write advertorials (educational articles)! No other publication does what we do. Our unique combination of education and advertising creates community awareness for your business and offers tremendous potential for growth.

For more information about The Suburban Woman or better yet, to schedule an appointment to see how we can help you grow your business, call us 847-854-2744 or [send us an e-mail at TriCountyWomansPapers@Comcast.net](mailto:TriCountyWomansPapers@Comcast.net) with your contact information.

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