

Here are **5 key points to help make your ad more effective** when advertising on www.nzbizbuysell.co.nz

nzbiz **5** Point Ad Check

September 2002

- 1. Grab attention with your headline - describe the opportunity**
- 2. Include a price and the location**
- 3. Be descriptive- sell on benefits**
- 4. Communicate to attract interest and qualify buyers**
- 5. Call to action**

1. Grab attention with your headline – describe the opportunity

A headline is like an advertisement for your ad, it needs to grab attention and promise a benefit. People skim headlines, and will stop at the ones that interest them most. Its best not to be too clever or some may not catch on, better to be clear on what is on offer, identify your activity – being vague can create suspicion and loss of interest. Identify your opportunity... say if it's a joinery workshop, a motel etc. Then provide one, two or three key benefits that will entice buyers to explore your opportunity. It's important not to be over the top or misleading as this will only loose you credibility with buyers, prompting them to go look elsewhere. Don't waste words here – this needs to be your best line in 20 or less words.

Tell buyers what's good about your business. Promote your key benefits in a positive light. If you are selling a Motel, this in itself doesn't inspire or conjure up any impression of something special. If one was to use... Up-market Motel, only 5 minutes from beach... the reader now has a feel for your opportunity. Think in terms of benefits that motivate potential buyers to look at your business.

2. Include a price and the location

Both of these are used by buyers as search criteria. While they aren't mandatory they will assist buyers in returning results for what they are interested in. Buyers prefer to see a price - research from print ads shows a 52% increase in response if a price is provided.

Location is another highly sort factor with some buyers happy to move for the right opportunity, and others that prefer something nearby. If a buyer is happy to purchase a business anywhere in the North Island, and you have your location as Palmerston North, then by using "North Island" as the search criteria your business will come up. It will also come up if they narrow their search to Manawatu or Palmerston North. You get better results if you are specific on location.

Attachment - bigger is better - If you're near a large city, consider identifying the location in relation to that city. Say your business is in Rakaia, you may include in your text "only 35 minutes South of Christchurch." This is likely to generate more interest than just "Rakaia".

Concerned about Confidentiality - then leave it out - If you are worried about keeping the sale of your business confidential, and if revealing your immediate location may give it away, then go for the region, or as a last resort the Island. Remember people viewing businesses online are more motivated than those just scanning the weekend paper out of curiosity.

3. Be descriptive - sell on benefits

Ads are made up of words and pictures that create meanings and images. The more impressive and specific the benefits, the greater the interest. Think about what's likely to be important to your buyer, what would make them want to buy your business? Is it; more leisure time, to make more money, for increased enjoyment, or to just be their own boss!

Now what's great about your business? Is it; highly profitable, positioned in an excellent location with high foot traffic, operates only 4 days a week, has significant repeat business, is in a growth market. Look for the high interest positive attributes your business has that are important to your potential buyers.

For example, you may have noticed that you are getting more tourists through your hotel which is located in a small coastal town 40 minutes North of Auckland. Based on benefits you could say...

Profitable seaside hotel - easy commute from Auckland, just a 5-minute stroll to beach. Capture the growing tourist trade. ... interested?

4. Communicate to attract interest and qualify buyers

It helps to provide a good description of what your business is about, why it's a great opportunity, and what resources come as part of the business. By doing this buyers get a better feel for what you have on offer - this helps qualify buyers before they contact you, saving you time having to work through the basics with poorly motivated lookers.

You're looking to disclose enough information to qualify buyers, and to create sufficient interest for genuine buyers to contact you to find out more. In other words, provide good information, but you don't have to supply every detail or answer every question. Use your ad to get interest from qualified buyers!

Pictures tell stories ... and get more hits - People often like and react better to images - that's why Featured Ads work well, especially on things that may have some emotional pull. Take a Berry Farm - a house, sheds and some planted-out land. By using two photos, one of the property, and the other of a child's hands holding a handful of bright red berries - the ad produced a good response - it was emotive. Use interesting photos - if you were looking to buy a café, would you prefer to see it quiet, or buzzing with smiling faces enjoying themselves? Photos also work well for those businesses that are remote or difficult to visit - it makes it more difficult to discount the business due to location, if a potential buyer likes the look of it, even if it is further a field than desired.

5. Call to Action

So someone has just read your ad. What do you want them to do? Providing a call to action acts as a prompt to get the prospective buyer to either call or email you. Ask them to "Ring today to find out more" or "Be quick - email me now".

Make it easy to be contacted, if possible provide a day and after hours phone number (if you need to keep this confidential - use your accountant, agent or a cell phone). Emails are great; the viewer is already online. Just make sure you check these regularly, if you're not in the habit of doing this, then don't supply one - it's like not checking your answer machine!

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