

Checklist - Booking and Copy Guidelines

To Book: Email stating **which issue(s)** you want to book. There are two issues each month, one on the first of the month, the other mid-month. You'll be sent a draft of your ad and need to be available if you wish to check it before it goes out.

Payment – By Paypal or card: <http://www.spiritoftransformation.com/advertising.htm#adrates>

If you'd prefer to pay by bank transfer or cheque please email the name and address for your invoice with details of the issue(s) you're booking. Settlement is appreciated before the issue goes out. Please send the invoice information *when you book - don't wait until the ad is ready*. It takes time to raise an invoice and for funds to clear. Issues fill quickly and your ad cannot be confirmed without an invoice.

Creating Your Advert

A picture, photo or logo. Only ONE graphic per ad. Please ensure you have copyright permission. A picture can be used direct from your website if this is easier and you give permission. The photo needs to be emailed as a separate jpg. i.e. *not as part of a flyer or word document*. Dimensions are best around 200 x 200 (they don't have to be square, but either the height or width needs to be between 180 – 200). They do not have to be high resolution, such as you 'd need for printing – the internet is more forgiving!

Advertising copy of 175 words in a format which can be copied and pasted – it's not always possible to copy and paste from a word document where words have been pasted from a web page. If you're unsure, please check that you can copy and paste your ad into a word document before sending it in. If the ad needs shorter words for formatting reasons or to avoid spam filters, it may be edited slightly. *If the word count is significantly over 175 words or is in a format that cannot be copied and pasted it will be returned for editing/ reformatting or you'll be given the option of paying for extra editing/formatting time.* **Tip:** An easy way to count words is to create your ad in a word document. Highlight the copy you want to count, then click 'Tools' in the top toolbar and the third item on the drop down menu is 'word count.' Your copy is received on a Mac so please do not send .docx documents.

Spam Filters – internet marketing is subject to spam filters so certain expressions and punctuation needs to be avoided in your copy, such as using dot dot dot, double exclamation marks, or capital letters or expressions such as 'affordable prices'. All copy is checked for spam triggers, so some of your copy may be changed for this reason. Be assured that your ad will be professionally formatted and there are many ways to highlight text using subheadings and bold text which avoid the use of capital letters.

A Taster, not the Full Meal! Enewsletter ads are different from physical posters or flyers, so please *do not send flyers*. People don't read a screen the way they do a printed page - they scan. The goal of an internet ad is NOT to give full information upfront but to interest the reader enough to click your link. More detailed info should be available through the link you provide – usually to your website page.

Clear contact details for interested readers to reach you and book

If you provide the postcode when advertising an event, a **maplink** can be embedded in the venue name.

A website link. The ad graphic and main ad link will go to your homepage unless you specify a different page. e.g. your workshop page.

Marketing Thoughts Maybe you could include a reader offer with a deadline. Create a reason for people who don't want to book straight away to get on your mailing list for the future - offer them free tips or info in return, or entry to a competition. Unless you're well-known or highly recommended first-time visitors are unlikely to buy or book right away. You'll get far more value from an ad if you have a way to capture email addresses so that you can stay in contact with interested visitors.

I look forward to being of service to your service!

Nikki Wyatt – The Karma Coach



Tel: +44 1273 77 33 24 Mondays, Tuesdays and Thursdays 9.30 am - 6pm