

Checklist – Tips, Booking & Copy Guidelines

Marketing Tips Create a reason to get on your mailing list - offer readers free tips or valuable info that gives them a taste of your offering. Maybe include a reader offer with a deadline. 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 emails so you can stay in contact with interested visitors. This is a more achievable goal than making immediate sales to people who are 'meeting' you for the first time. It can be a great way to start a relationship that may lead to future sales.

To Book: Please email stating **which issue(s)** you're requesting. There's one at the start of the month, and another mid-month. They're scheduled ahead, usually to go out on Sundays, when the office is closed.

Payment – By Paypal or card: <http://www.spiritoftransformation.com/advertising.htm#adrates>
If you'd prefer a bank transfer please email the name and address for your invoice with details of the issue(s) you're booking. Settlement is due before the issue goes out. Issues fill quickly and no ad is confirmed without an invoice.

Creating Your Advert - A photo or logo. Only ONE graphic per ad. Your photo is usually most effective, so readers get your energy. Please ensure you have copyright permission for any graphics – you're legally responsible for this. Portrait works best but landscape is also possible if it's not too wide. Dimensions are best when either the height or width is 300 or more. We can't use banners.

Up to an hour of formatting and amendments are included. After that there's a pro rata charge.

Copy of approx 275 words – The ad may be edited. for formatting or to avoid spam filters. If the word count is significantly over 275 words or in a format that can't be copied and pasted you'll be given the option of paying for extra editing/formatting time. **Tip:** An easy way to count words is to highlight the ad text in Word, then click 'Tools' in the top toolbar. Then choose 'word count.' from the drop down menu. Your copy is received here on a Mac.

Spam – web marketing is subject to spam filters so certain expressions and punctuation need to be avoided, e.g. double exclamation marks, capitals or phrases such as 'affordable prices'. Copy's checked for spam triggers, so yours may be changed. Be assured your ad will be professionally formatted and there are many ways to highlight text using subheadings and bolding which avoid using capital letters.

A Taster, not the Full Meal! People don't read a screen the way they do a printed page - they scan. The goal of an ad is NOT to give full information upfront but to interest the reader enough to click your link. More detailed info should be on the link(s) you provide – preferably to a page which is specifically about the event/ service or product you're publicising.

Clear contact details for interested readers to reach you and book

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

Website link. The graphic and main link go to your homepage unless specified e.g. a webinar page.

Amends Once the newsletter is sent, no amends are possible. It may be possible to alter the archived version which is also used in social media campaigns, depending on the nature of the amends.

Summary of what's needed:

- ☐ copy of approx 275 words (don't sweat this too much – it doesn't need to be exact:)
- ☐ one or two weblinks
- ☐ a graphic/photo
- ☐ which issue(s) requested
- ☐ contact details for invoice /online payment

I look forward to being of service to your service!

Nikki Wyatt – The Karma Coach



Tel: +44 (0)1273 77 33 24 Mondays, Tuesdays, Thursdays and Fridays 9.30 am – 5.30pm