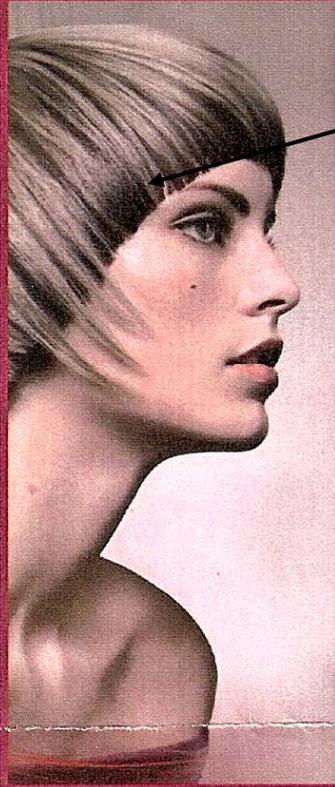


Yellow page advert for your salon.

## WHY ... this standard advert SUCKS!

Below you can see a yellow page advert for a salon. The advert was put together by the design team at Yellow pages. It is a waste of good cash. Let me explain about the missing elements and then ... how can improve it.



IF YOU CAN  
IMAGINE IT...  
... WE CAN  
CREATE IT

- A Wella Premier Salon
- Human Hair Extensions
- Professional Friendly Atmosphere
- Exclusive Mens Room

**WELLA**

**Hardings Hairdressing**  
Experience

**Tel: 0121  
308 3711**

Free Parking

240 Lichfield Road, Four Oaks,  
Sutton Coldfield B74 2UD

What does the picture represent? Will clients get it? Why does it get a 3rd of the advert? The picture is meaningless to the average client. They will think they can never look like that. Haircut itself sells nothing. Simply; doesn't do its job!

Possibly the worst headline I have ever read in my life. The purpose of the headline is to get the advert read. This means zero, has zero to do with the hair itself or more important, the client. If you can imagine it ... The ad asks, imagine what?

The bullets are a joke. This ad is supposed to sell the salon services. However it talks about being a Wella Salon. This will NOT increase business. In fact this copy is the worst I have ever seen in an advert.

Salon name and phone number looks like an after thought. It has no CALL TO ACTION or ... 'pick up your phone right now and call us'.

I would advise this advert is not paid for and does not run. NO WAY!



**When Is The Last Time YOU Changed Your Hair?**

**When you come to us we will give you at least 5 brand new drop dead gorgeous new hair designs to choose from!**

- FREE Face to Face Consultation
- The Town Best Haircutters
- Fully Trained Redesign Specialists
- Fully Registered Wella Colour Masters
- Over 27 Years Redesign Experience

**Are You Ready To Change Your HAIR? Pick up your phone and call our redesign hotline**

**Salon Hotline: 0121 308 3711**

Hardings Hairdressing. Easy, free parking.  
240 Lichfield Road, Four Oaks, Sutton Coldfield,  
B74 2UD

This new tweaked advert has all the missing elements. It also reads from the MIND-SET of the client.  
**DO YOU AGREE?**

It has only taken minutes to put it right.

LESSON IS ...

\* Do not let Yellow pages write your adverts, EVER!

\* Hire an adman or copywriter ... it does pay off when done right.