

## **25. HOW TO LAYOUT AND DESIGN YOUR HEARING AID ADVERTISING**

***ACROSS THE COUNTRY the biggest complaint we hear is,  
"If we can only get them into the office...!"***

- \* ***We tell you exactly how to target market this prospect and your marketing may change dramatically.***
- \* ***YOU will actually take control of your marketing dollars and generate a much louder, "bang for your buck !"***

With our 25+ years of experience and our exposure to hundreds of hearing aid offices and audiology clinics, we have compiled a huge collection of all types of advertising pieces. These ads were retained by us only when they were tried and proven for success.

***THERE IS NOTHING MORE DISCOURAGING  
THAN TO SPEND BIG MONEY  
FOR  
ADVERTISING, THAT FAILS MISERABLY !***

***Through the use of the four long proven advertising principals coupled with the traits of the hearing impaired while using with the Hierarchy of Needs, your target market is easy to address. Fill your office with prospects using these proven design methods !***

\* We can even design advertising for you using those methods described above !

\* We can teach you how to market to your targeted community and establish an "Identity or top of mind awareness," for your clinic !

\* We can teach you how to sell, using our highly specialized sales technique. This five part close, is absolutely essential in today's high dollar market !

***IN SUMMARY,  
WE WILL OFFER YOU THE RULES  
WHICH ARE ABSOLUTELY NECESSARY TO FOLLOW,  
WHEN DESIGNING HEARING AID ADVERTISEMENTS  
FOR  
YOUR TARGETED MARKET.***

***YOU WILL BE ABLE TO MARKET AND SELL HEARING AIDS  
USING YOUR NEW ADVERTISING PROCESS  
WITH  
A TOTALLY NEW SALES PRESENTATION  
DESIGNED FOR TODAY'S HIGH SAVVY  
PROSPECT !***

***YOU WILL LEARN TO CREATE, "A CUSTOMER FOR LIFE,"  
THAT BECOMES  
A HUGE REFERRAL SOURCE !***

***CREATING THE "WOW" EFFECT WITH YOUR  
ADVERTISING  
WILL HELP KEEP PROSPECTS  
IN FRONT OF YOU  
OR  
YOUR CONSULTANTS !***

***THIS "ABSOLUTELY MUST READ," MANUSCRIPT IS SO IMPORTANT WHEN YOU REMEMBER THAT NOTHING HAPPENS UNTIL A SALE IS MADE !***

***WHEN YOU DO NOT HAVE QUALIFIED PROSPECTS IN FRONT OF YOU.....***

***YOU ARE OUT OF BUSINESS DURING THAT TIME !***

***Should you have questions or need help***

***E-Mail us at:***

***[GARYHEAR@AOL.COM](mailto:GARYHEAR@AOL.COM)***

***OR***

***Just Call:***

***210 - 896 - 3030***

***We are so happy to help you !***