



Event:

The 6 Biggest Mistakes Most People Make on Their Ads
...And the Quick Fixes to Skyrocket Responses!

Presenter: Brenda Lewis

Description:

Quick, you only have 2 seconds – name the last ad you saw. Ok, time’s up. Chances are, you couldn’t think of one. It’s not surprising since the average American sees over 1,519 ads a day. In large cities, it could be as much as 3,000 ads a day! Despite that number, most of these ads aren’t remembered. Why not?

Most ads aren’t remembered because they simply aren’t read. Your prospect is so tired of being slammed with ads all day, he or she tunes most of them out. But people will read ads that get thrie attention.

To make sure your ad grabs attention, you must avoid the 6 biggest design mistakes most people make. These mistakes are so common, even high-end Manhattan ad agencies make them. But once you correct these mistakes, your response rates will soar.

About the Presenter: Small Business Owner, Brenda Lewis Copywriting, LLC

Date: Thursday, June 5, 2008

Time: 7:30 – 9:00 am

Location: Washoe County Complex, 1001 E. 9th Street, Building C, Central Conference Room #110

City: Reno

Fee: Free

Registration: Sparks Chamber at 77-358-1976 or on line at www.nsbdc.org training calendar.