

3 Tips for Completing Your Poster To Reel in Customers

The goal of your poster is to influence people to purchase tickets to your event or, in the case of no admission fee events, to attend your event. How can you meet this objective in the easiest and most productive way? The answer is simple: Pay special attention to three portions of your poster!

Your poster is in lieu of having 100 salespeople speak personally to each and every potential audience member or prospect as they are called in the business. A salesperson is there to help each prospect with his or her buying decision. A prospect has many choices of entertainment and education avenues besides your event. Your poster must help them realize that "I would be a complete fool to miss this event!" Your poster is your sales team! That sounds like a tall order for a simple piece of paper but keep reading and discover a simple way to achieve this goal.

Headline

Most prospects are mentally busy with other thoughts, so the first thing to do is to interrupt them or get their attention. This is the job of the Headline. Not only should your headline be in a large bold font, it should speak to a problem your prospect is experiencing or knows he or she will experience if action is not taken. In the marketing industry, we speak of this as being the Vitamin or the Aspirin. To be a vitamin or an aspirin, you must know who your prospective audience members are: their age range; the types of jobs they hold; their goals, wishes, and ambitions; what turns them on, what turns them off; what do they buy before and after your event (at a minimum, this will help you know where to place posters!); etc.

For example, if you are on a college campus, you can safely assume that most students are there because they want to be successful in life--they want to have a leg-up on the rest of their age group. So your headline can be the following (must be true and related to the event you are advertising!):

**WHO ELSE WANTS TO HAVE A PROSPEROUS, MEANINGFUL,
AND HAPPY LIFE?**

**Alexander Hamilton Had This And He Will Be Sharing
His Secrets With You. Join Us And
Leapfrog Your Way To A Successful Life!**

OR SAMPLE #2:

**LIFE CAN BE EASY, LUCRATIVE AND FUN
OR IT CAN BE HARD, FRUSTRATING AND LAME.
WHICH DO YOU WANT?**

**Join Founding Father Alexander Hamilton As He Shows You 3 Ways
To A Prosperous, Meaningful, And Happy Life!**

The Offer

A prospect wants to know he or she is making the best buying decision possible, even when the event is free. Your offer must tell them what they will receive in exchange for their money and their time.

At a minimum, you must state the usual Who, What, Where, When and How:

- When is the event: the day, the time, the length of the program.
- How much: the price of the tickets.
- How to register: who to call, the phone number, and if reservations are needed.
- What forms of payment are accepted (Cash, Check, MasterCard, Visa, AmEx, etc.)
- Where the event will be held. Name of the building and the address.
- Restrictions: Alcohol allowed?, Infants and children allowed?, Dress Code?

All of the above is just boiler plate. The real offer is when you impose a restriction and give a benefit to those who act first. For example: Purchase your tickets before 5pm on Friday, April 10th and receive a fill in the blank! This could be a 10% discount on the ticket price or the ability to bring a friend for free or a free book or a coupon for 20% off the list price at the candy counter. Find something that will be of interest to your prospect, something that might urge him or her to make the decision now versus waiting and obtaining it later. (P.S. - You might want to put a restriction on it, "Must attend to receive this offer!")

Call to Action

The very last item on your poster should be a request for the prospect to take action. In other words, ASK FOR THE ORDER! This is called "closing the sale," and so few people do this and then they wonder why they didn't get the turnout they desired.

At the bottom of your poster, just simply write these words:

**DON'T MISS YOUR CHANCE
CALL 555-5555 NOW AND RESERVE YOUR PLACE TODAY!**

Some people believe that selling is unnecessary if your product is good. This is completely false! If you have a great product and you know in your heart that this product is truly a vitamin or an aspirin and you truly care about your audience, then you will want them to share in this information. To do anything less is to harm your prospects!

**YOUR GOAL IS TO GET YOUR MESSAGE OUT SO YOUR PROSPECTS CAN
BENEFIT FROM THIS EVENT SO FILL IN YOUR POSTERS NOW AND
PLACE THEM IN APPROPRIATE PLACES!**