

# SPIRIT OF THE VALLEY

The Magazine of Mountain Wellness

## Making Your Advertising Work for You

Many people, especially those new to advertising, might be unsure of the best marketing approach for their business. *Should I hire a graphic designer, or do the artwork myself? What size ad should I run, and how often? How can I determine whether my advertising is working?* The answers to these questions are vital to getting the word out about what you do in an appealing and recognizable way that grabs and excites people. Advertising is not only an important investment in your business, it is a reflection of what you do and for many potential clients, makes up their first impression of what you have to offer.

Here at *Spirit of the Valley*, we believe that advertising is an integral part of our mission to educate, inform, and raise the consciousness of the public. So, we want your ad to be the best it can be and serve us all well. In the following pages, we offer a sort of Marketing 101 which we hope will be helpful in navigating the sometimes confusing world of advertising. We include some basic facts, ideas, and key components to *when, where, why, and how* to advertise. As in all things *Spirit*, we believe that there is no such thing as mind/body/spirit separation, and that advertising and working with potential advertising outlets must encompass and include this continuity as well.

## Where and What Size

**While it's true that the more area of a printed page that your ad takes up, the more likely it is that it will be seen, there are many issues to consider when determining the size that is best for you.**

Shelf Life & Ad Price - *How long will my ad be active – how long will it be displayed?*

Even advertising that is date specific (such as the promotion of a sale or event) can benefit from a longer shelf life if thought is given in advance to when it will be available to the public. A big juicy ad that runs for one day in a daily publication, and eats up your entire advertising budget, might not be your most effective strategy.

Publication Focus: Are the people who are reading the publication good candidates for my product or services? What percentage? Does my work “fit in” to the theme or overall feel of the publication?

The Path of Least Resistance: There can be the tendency to want to do the simplest ad with the least amount of additional costs as possible, using such available artwork as the pre-existing business card. An important consideration is whether or not your card, or the d you are currently using, says all you want people to know about your business. The use of business cards is, typically, to exchange contact information among people who have just met, that have already established some kind of dialogue or understanding. While this might be the least expensive and least time consuming route, it must be weighed against its probably effectiveness. For many people, the ad they see will be their first glimpse into what you do and have to offer. The key question then becomes: *What would you want someone to know who was first encountering your business?*

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## Ad Content

Go through a magazine or any newspaper and see what ads your eyes are naturally drawn to. Odds are, these ads will have some or all of the following characteristics:

1. *Graphics or pictures*
2. *Color*
3. *Interesting Contrast if black and white*
4. *Lead Banner that draws one in, and use of the words “sale,” “discount,” or “special offer.”*
5. *Use of white space.*
6. *Done in a way that separates it from the rest of the publication.*
7. *Use of one font.*
8. *Just enough text to convey the message without overwhelming the reader.*

In addition to the first question, there is also the idea of emotional reaction, or how an ad makes us feel. Looking at ads at random, ask yourself these questions about how the ad makes you feel:

*Happy?*

*Angry?*

*Inquisitive?*

*Apathetic?*

*Appreciative? – it’s a great ad, but you’re not interested (great for informing people who might then inform their friends who might like to use your services)*

*Angry/frustrated/led to?*

*Skeptical?*

**How do you want your ad to make people feel?**

## Using a Graphic Designer

Deciding whether or not to use a graphic designer depends on many factors, including your own design and computer skills, the nature of your message, and your advertising budget.

Working with a professional will result in a well-formatted ad by a trained professional whose job it is to think in advertising terms and who will probably have more advertising options and ideas to choose from than you. They may also be helpful in creating a fluid marketing plan, and also have the added bonus of being able to look at what you do with fresh eyes. Using a professional costs more, but it also frees up more of your own time to focus on what your business actually does.

Marketing and advertising are not bad words. It’s more about the methods used to let the public – potential clients – know about what you have to offer. At its best it is informative, interesting, and fun; at its worst it is manipulative and annoying. The underlying reality is that if no one knows about what we are doing, even if you have great, empowering, revolutionary products and services, then businesses will not thrive. Many people who are new to advertising tend to look at marketing and advertising as a necessary evil, and not a core part of what they are trying to do. In fact, nothing could be farther from the truth. Marketing your business is like building the foundation for your house. If you don’t spend the time to build and maintain it properly, your dream house won’t turn out how you planned.

**When you see your ad, does it accurately reflect the vision of your business, and of you, yourself? After all, for many people, this will be their first impression of you.**

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## Repetition

While certain types of advertising lend themselves to one-time insertions (such as events and sales), most successful advertisers repeat their ads in a consistent manner with a consistent message and look. Text might change, but graphics and the basic message always remain the same. The goal is to be instantly recognizable.

Advertising does not necessarily stop when business picks up. It is an important component in maintaining interest, and in drawing new clients. The truth is that many businesses in the wellness world are self-empowering – i.e. they promote clients learning tools to heal themselves, and/or services consist of a limited set of encounters before the client is healed or able to do the work themselves. This is where the holistic movement is going, and while it is a philosophy that will heal the world, it is also a way of operating that demands that practitioners and business owners in this field have a constant stream of new clients in order to remain viable. Keeping your work fresh in the minds of potential clients is a key to continued success.

How you choose to reach these potential clients is one of the most important investments that you will ever make in your business. It doesn't need to be time consuming, or expensive drudgery either. Done right, and with an open perspective, it can help you hone your message, help you to think in terms of the long range vision for your work and how you can make it a reality, and help you to reach all of the people who could benefit from knowing about what you do.

**Your marketing plan is, in effect,  
how you take care of your business.**

Here are some key considerations in choosing when and how often to advertise:

- 1. If you choose a small ad, how can you make it stand out?*
- 2. If you can't afford to run the ad every issue, what about every other time?*
- 3. What are the key areas of the year, month, or season when business seems to decrease? Your first instinct might be to cut back then, when in reality it's the time when you need to promote yourself more.*

## How to Determine if Your Ad is Working

The best way to know if your ad is working is by asking new clients where they heard about your business. Keep in mind that if you are advertising in several places, clients may mention or only be aware of the last place they looked, but were effected by the repetition of the message.

Special offers, discounts, and samples are a great way to gauge effectiveness, and to allow people to test the waters. Letting products and services stand on their own signals the belief in their efficacy and establishes trust. Getting products and services reviewed in publications is also a way to let people test things out, very important given all of the new, cutting edge modalities currently being developed in the wellness and holistic fields.

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## Key Concepts

Consistency  
Simplicity  
Repetition  
Graphics = Grab

## Questions to Ask Publication

1. What color process do you use: RGB, CYMK, or Spot?
2. Can I choose where my ad is placed?
3. In what format do you need my ad in and when?
4. What will require additional costs, and at what rates?
5. If I don't like how my ad turns out, what is the policy of the publication?

## Other Considerations

~ If you need to have boxes added, or contrasts set around your ad, tell the publication as this will not be done automatically.

~ It is regular practice in the publication industry for the accounts of new clients to be paid in full before press time.

## Terms Often Used in Advertising

PDF – portable document file – used extensively in media and graphic work, it is a type of file that can be exchanged among users allowing for an accurate and crisp reproduction in publications.

High and Low Res – Refers to the level of resolution of a file. A low resolution file has less ink, fill, or dots per inch than a high resolution file. The outcome in print will be reflected in crispness, contrast, readability, and quality. As a rule of thumb, the higher the resolution, the better.

JPEG – A type of file, usually containing a picture, logo, or other similar artwork. Not as versatile for the graphic or layout designer, these files should only be used for artwork inside an ad file. Print outcome using text and fonts can be fuzzy and lack crispness.

Print Ready – The ad is in a format that can be directly inserted into the layout design. No additional formatting or work is required.

Bleed – Relevant to magazine and other publications where the artwork extends to the end of the printed page, with no margins. Not pertinent for most newspaper-type publications.

RGB, CYMK, Spot Color???: These refer to different mixes of inks to reach the desired hues and tones. The RGB method uses a combination of red, green and blue. CYMK uses cyan, magenta, yellow, and black. Spot refers to a printing process which uses different colored plates. Files made in one format can usually be easily translated to another with the proper software.