

HANDY TIP:

The important thing to remember when talking to an attorney about radio advertising is this. It's absolutely logical. The majority of attorneys are advertising in the Yellow Pages. That's fine as the Yellow Pages are a perfectly good medium...as are all media, including radio, TV, newspaper, billboards, direct mail, etc.

However in this case, the service category of ATTORNEY is clearly OVERREPRESENTED in the Yellow Pages. Meanwhile, your medium is absolutely UNDERREPRESENTED in this product/service category.

The Yellow Pages lake is a perfectly good lake to fish, as is YOUR lake. But don't you think the Yellow Pages is being a little OVERFISHED by attorneys? Thousands of people listen to our station each week. And many of them will hire a corporate attorney SOMETIME THIS WEEK. But how could they know to contact your client when your listeners don't know WHO your client is, WHAT your client does or HOW to get in touch with him?

Look at the opportunity. Your client would have a MONOPOLY practically, on your station.

I am unaware of any national trend with corporate litigators at this point, which probably means there is no other trend than the Yellow Pages, some direct mail and personal contact. The corporate litigation industry seems oblivious to the "hole" that exists in their advertising and marketing strategy. The "hole" or opportunity, would be in sending a strong message via an untapped medium like radio. Their message would certainly stand out significantly better than it currently does, lost and camouflaged in an over fished lake.

All the account executive would have to do to determine how much an attorney should be spending is determine the following:

1. The client's AVERAGE SALE
2. The client's GROSS PROFIT MARGIN (not NET PROFIT, but GPM. That is, what's left over as gross profit AFTER the client pays for the cost of goods or labor). Clearly, labor would be the factor in this case.
3. The radio station's WEEKLY CUME NUMBER
4. Your station's AVERAGE RATE

You would input all of this material into the Mediator which you could download FREE at www.paulweyland.com.

I have recently spoken with attorneys in the following categories...criminal defense, divorce and bankruptcy. The average sale tends to be in the \$2500 and higher range. Gross profit margin for these groups tends to be 60 percent or so.