

10 QUESTIONS

Local Ad Reps Must Answer Before You Buy

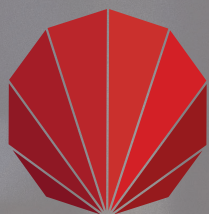
LEARN HOW TO BETTER
VET, NEGOTIATE, AND PURCHASE
LOCAL ADVERTISING TO GAIN...

**GREATER REACH
INCREASED FREQUENCY**

\$1,000's IN SAVINGS

M O R E R E V E N U E

- RICHARD SYLVESTER -



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Disclaimer :

Results may vary. The benefits suggested are potential, with no guarantee of any one or more being realized.

10 QUESTIONS

Local Ad Reps Must Answer **Before** You Buy

1. How many total households will my ad reach?
2. How does your total audience break down across the following?...
Women: <18, 18-25, 26-45, 46-65, 66+
Men: <18, 18-25, 26-45, 46-65, 66+
3. What % of your audience falls in the zip code(s) I serve?
4. Are any households – homes or apartments – not reached?
5. How many (my target market) are located in the zip codes I serve?
6. Can I target my message – geographically and/or demographically?
(Or, Can I purchase a fractional circulation, targeting geography?)
7. What “COVID rebuilding promotions” are available?
8. How long will it take me to realize a 20+ frequency?
(My message reaching households 20 or more times.)
9. What will my average cost-per-thousand impressions be?
Total Cost / (Total Impressions/1,000)
10. What “added-value services” do you offer?
(Web presence, app presence, POS elements, etc.)



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Richard Sylvester

A lifelong brand enthusiast, I embrace the principles of sales, marketing, and brand-building daily. Equipped with a Business Degree in Marketing and 25+ years growing Fortune 100 and small independent brands alike, my mission is to empower small brick-n-mortar business owners and their teams with the mindset, skillset, and toolset to build their own brand. To create much more than a simple restaurant, salon, or healthcare practice, pivoting and recovering from COVID faster than their competition to grow a stronger team, a deeper connection with their communities, scale their business and expand their footprint into new neighborhoods, cities, and states.

If you are interested in learning more about how to build your brand, develop a community of “raving fans” and “brand evangelists,” and scale your business to the next level and beyond, please visit us at:

www.FullHouseBrand.com or contact
Richard directly at 512.804.9835



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