



## *Memo to advertisers:*

**HERE ARE 9 REASONS WHY SO MANY BUYERS USE THE YELLOW PAGES**

**TO FIND YOU FAST**

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- They're looking for YOUR FIRM because they are
- 1. RECOMMENDED** to you
  - 2. INFLUENCED** by your other advertising
  - 3. SOLICITED** by you or your salesmen
  - 4. FORMER CUSTOMERS** of your firm

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- They're looking for ANY FIRM because they are
- 5. NEWCOMERS** to the area
  - 6. EMERGENCY** buyers
  - 7. DISSATISFIED** with present supplier
  - 8. INFREQUENT** purchasers
  - 9. COMPARING** estimates or bids
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