



- 1) **Two big mistakes:** A blank message board and a message that's permanent
- 2) **Maintain a good public image.** Keep your message board clean and replace damaged and missing letters quickly.
- 3) **Avoid putting letters upside down or backwards:** Don't use an "L" for a "7" a "E" for a 3 or black tape to modify and alter letters, this tends to reflect negatively on your business.
- 4) **If you don't have time delegate a responsible employee to be put in charge of the message board.** Print the message change on a piece of paper, exactly the same as it should appear on the message panel
For example:
ROW 1 - DON'T FORGET MUM
ROW 2 - ON MOTHERS DAY
ROW 3 - FLOWERS FROM \$6.50
check SPELLING and SPACING after the change, so it's pleasing to the eye
- 5) **Follow the lead of major franchise chains.** They have corporate message board programs; what to feature, when to feature, how long, etc. New product roll-outs are planned with message boards as the front line advertising attack, right where the customers are.
- 6) **Make a calendar.** Plan feature items for your message board weeks or months in advance, plan your own three month campaign!
- 7) **Promote regular price items.** It isn't necessary to feature only loss leaders.
- 8) **Stick to business.** Politics and religion are topics to be avoided or should be given serious consideration prior to use, because of serious public backlash.
- 9) **Public service is always a good message board topic.** Feature a school, community or church activity EG: sausage sizzle or sports club car wash!
- 10) Get employees involved. Have a contest featuring your products and service, offer prizes for the best sales producing idea.
- 11) Be flexible. Change your message when new opportunities arise advertise umbrellas when it rains.
- 12) Use different messages on each side. You will deliver your message coming and going!