

Promotional Phrase Examples

"Mention AccessDance when you call to register, and receive a free Party Pass! 2008 will be a year of growth and expansion for us; come see what the Dance Center is about. Come Dance With Us!"

"...mention Access Dance and receive 50% off your first lesson!"

"Mention Access Dance and receive a 25% Discount on a purchase of a regular priced package of groups and privates. In addition, the first class is FREE for all NEW Students."

"Mention this ad from www.AccessDance.com and receive \$10 off your first lesson!"

"...mention "AccessDance" will receive a complimentary dance CD by Latin Jam."

NOTES:

We suggest putting a promo phrase in your Showcase to prompt people to remember that they found you through AccessDance and to assist you in tracking your leads.

It's important to have a higher valued promo the further advertising is from your website, otherwise there is still no reason to mention where they found you. Some of our clients make the mistake of having the exact same promo phrase on their website as on their Showcase.