

FACT SHEET

Professional Development Session

How to Design a Great Yellow Pages Advertisement



The National Finance Institute



This professional development session must be combined with others to create a customised half-day session.

What does the course cover?

Yellow Pages are the most common marketing weapon employed by mortgage professionals across Australia. Over 32% of all buyers (including prospective borrowers) use the Yellow Pages to make a service provider decision, compared with only 15% for retail catalogues and 13% refer to newspapers.

When a prospective borrower opens to "Finance-Mortgage Loans" they are probably only going to phone one company – two at the most – so you need your advertisement to make an impact.

This session will show you how to plan and design a Yellow Pages advertisement to generate a vastly better response.

- Examples of effective advertisements and the elements that make them get results
- Strategies for getting immediate results from your advertisement
- How to 'test' your advertisement out before it appears in the Yellow Pages
- 6 critical elements to consider when designing your advertisement.

Are there any CPD points available for this session?

This session has been designed to contribute toward the Mortgage Industry Association of Australia's (MIAA) continuing professional development (CPD) requirements. The CPD points allocated, for each session may vary according to the level of technical knowledge involved. As an indication, mortgage industry related educational workshops are allocated 3 points per day or 1.5 points per session. However, these courses shouldn't be considered a 'point accumulation exercise', but rather a means to create a competitive edge over your rivals.

What happens if I attend, but don't gain any benefit?

If you attend an NFI professional development course and for any reason it does not prove to be an experience that can help you establish, or greatly improve, your career as a mortgage professional, you will receive a 100% refund upon request at the completion of the course. We make this guarantee because we believe 100% in the results our courses deliver.

Who has this session been developed for?

This session has been developed for owners and managers of mortgage broking firms. It is also particularly relevant to managers and support staff of aggregation, franchise and other large mortgage companies.

How long will this course take to complete?

This session is two hours duration. It is to be combined with other available sessions to make a half-day training course.

When are the courses scheduled?

Courses can be conducted to suit your schedule. We can arrange a venue or it can be held at your training room. We require 20 participants to conduct a course.

What materials/equipment do I need?

A workbook is supplied at the commencement of the course. You only need to bring a pen.

How much does a professional development course cost?

Prices range from \$115 to \$225 per person.

What will I receive?

You will receive a course workbook and Certificate of Attendance.

When does the course start and finish each day?

Courses generally start at either 9am or 1pm, depending on the time constraints of the group.

What should I wear to the training and what is the arrangement for lunch?

Smart casual is expected as a minimum dress standard by all students. You are responsible for organising your own lunch unless notified otherwise.

How do I arrange a course?

Please call Client Services on 1300 765 400 – we'd be delighted to hear from you.

Phone:
1300 765 400

Fax:
07 3822 6003

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