

**“Businesses Get More
Paying Customers!”
“How Do You Qualify For
Coffee News Exposure?”**

Name: _____ Phone _____ Cell _____
Business _____

Answer these questions please and fax your application to Coffee News 012 341 2571	Yes	No
Are you targeting customers in Sunnyside and Arcadia?		
Are you targeting hoarders and lifestyle changers (people with money) and <i>not</i> desperados (people with little money)?		
Do you believe that most of your customers comes from a 3 km radius – where Coffee News is distributed?		
Why do you like Coffee News? Please complete: I really believe Coffee News...		

Do you believe advertising works when you advertise for a short period?		
How much is one month's Coffee News advertising worth to you? Please tick across one of the following: <input type="checkbox"/> R300, <input type="checkbox"/> R400, <input type="checkbox"/> R600, <input type="checkbox"/> R800, <input type="checkbox"/> R1250		
Why is Coffee News distributed for free in Restaurants and not to everybody on the street? (Tick one or more); <input type="checkbox"/> Only people who can afford my business visit restaurants, <input type="checkbox"/> People take the newspaper out of own will because they are entertained, <input type="checkbox"/> Men as prehistoric animal is most aware when they are hungry, <input type="checkbox"/> People who take a pamphlet may not be your market and they do not want the pamphlet.		
Is Coffee News exclusive? Do we only allow one business category and therefore exclude your opposition?		
Are all the ads in Coffee News the same size and will this help you to be seen as equal to the big guys?		

<p>Why is Coffee News more effective than the local newspaper? Tick one or more; <input type="checkbox"/> The daily newspaper distribute way beyond my target market and I pay extra for unnecessary distribution, <input type="checkbox"/> To be exclusive in the daily newspaper I will pay a lot more money, <input type="checkbox"/> In the daily newspaper I will pay for one a ad similar in size in the main body (for only one day) as much as I will pay for one month in Coffee News.</p>		
<p>Please tell us what business would you like to advertise in Coffee News? For example you are a doctor, a panel beater, electrician or what ever:</p>		
<p>How many people in your community visit your 40 Sunnyside and Arcadia restaurants every week? Tick One; <input type="checkbox"/> 1000, <input type="checkbox"/> 5000, <input type="checkbox"/> 10 000, <input type="checkbox"/> 15 000, <input type="checkbox"/> 20 000 and more.</p>		
<p>How many people read Coffee News in Sunnyside and Arcadia every week? Tick One; <input type="checkbox"/> 500, <input type="checkbox"/> 2000, <input type="checkbox"/> 5 000, <input type="checkbox"/> 7 000, <input type="checkbox"/> 10 000 and more</p>		
<p>Do you believe people will come running into your business the day your ad is placed in Coffee News or any other newspaper? (Yes/No)</p>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Which of these ads will work best for you? <input type="checkbox"/> An ad where you say what you can do for your prospects, <input type="checkbox"/> An awareness ad as used by Vodacom or Telkom, <input type="checkbox"/> An ad where you don't sell but you give Free info.</p>		
<p>Who can you sell to (Tick one or more); <input type="checkbox"/> a prospect (the masses out there), <input type="checkbox"/> a lead, <input type="checkbox"/> a customer?</p>		
<p>Do you know why you can only sell to one of the above? (Yes/No)</p>	<input type="checkbox"/>	<input type="checkbox"/>
<p>To qualify include the following details: Name _____ Surname _____ Date: _____ Business Phone _____ Fax _____ Cell Phone _____ Email _____ Business Name _____</p>		

Contact Info: *Coffee News* Sunnyside And Arcadia

Johan Horak

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012 341 2517 (F)

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Fax this document back to qualify for the limited offer. As soon as we receive it **you** will get a **Free Report** on **“Napoleon’s Secret”**

“Discover How Napoleon Bonaparte Build An Empire.

Then Use His Secret To Build Your Own Business Empire”