

Here is an effective grand-opening program. It sounds audacious, but it is not rash, it is powerful. A brilliant call for attention.

- First week, three full pages on Monday, Wednesday, and Friday
- Second week, two full pages on Wednesday and Friday
- Third week, full-page Wednesday, half-page Friday
- Fourth week, full-page Wednesday, half-page Friday
- Fifth week, half-page Wednesday
- Sixth week, half-page Wednesday

The copy theme after the first week can say, "Grand Opening Celebration continues." The next week say, "Grand Opening Celebration goes on." Then follow with, "Third Grand Opening Week values." Don't stop, just continue with, "Grand Opening spectacular values." Once again say, "Grand Opening thank you sale." Keep it going until the whole world knows you are there with good values.

## Going Out of Business

We used to tell merchants who were reluctant to invest enough in their grand opening to start preparing for their going-out-of-business sale. It was said with a smile but it wasn't a joke.

Again, the public is curious. Everybody loves a bargain.

How much to spend? How many ads to run? Go back and look at the grand-opening campaign. That's it. See Figure 40 for a sample going-out-of-business sale ad.

How many times have you looked at a going-out-of-business sale and remarked, "If they had advertised and promoted this aggressively all along, they wouldn't be going out of business."