



# HOW-TO BOSTON



**JUST  
\$100  
per month**

## USE YOUR EXPERTISE TO ATTRACT CUSTOMERS

We're building a Bostonian's guide to life in Boston, and our readers and advertisers are invited to share everyday tips and shortcuts. After all, everyone is an expert on something. In the spirit of "How To Boston," here's a step-by-step guide to marketing your expertise.



### 1 PICK A TOPIC THAT PROMOTES YOUR BUSINESS

What does your business know better than anyone else? A chef could show readers how to garnish a dish. A plumber might offer tips to avoid freezing pipes. A caterer might explain how to plan a meal for 20. After the reader sees all the work it takes, they might just call the caterer directly! Identify what kinds of specific information your business can teach Bostonians.



### 2 WRITE DOWN YOUR STEP-BY-STEP PLAN

The step-by-step format is easy for anyone to understand. The key is keeping it simple. Limit the number of steps, and keep descriptions concise.



### 3 PICK A PERMANENT HOME FOR YOUR GUIDES

Every sponsored How-To guide will have a permanent location on a BostonNOW.com section front. Pick which one is right for your business.



### 4 MARKET YOUR HOW-TO GUIDE

Lure the newspaper's information-hungry readers with promotional ads in print and online that let readers know about your guide. Any BostonNOW sales representative can create a package that fits your budget.

### 5 BUILD A RELATIONSHIP WITH CUSTOMERS

If you've picked the right topic, then How-To readers are likely part of your target audience. They'll appreciate your help, which builds a deep level of trust that usually requires expensive branding campaigns to create. Don't be surprised when, for example, the homeowner who used your advice on protecting their pipes calls to ask for help with other home repairs.