Proper Local MCR

The postcard ad checklist

ten checks for an ad people keep, scan and act on

1. **Say what you do in three words**
   "Barber, Ancoats" beats a clever slogan. People should know what you are in a glance.

2. **Make one clear offer**
   A real reason to come in, like "Free fringe trim with your first cut". One offer, not three.

3. **Give it an end date**
   "Until 31 January" gives people a reason to act now rather than one day.

4. **Pick one action**
   Scan, call or pop in. Choose the one you want most and make it obvious.

5. **Add a QR code that works**
   At least 2 cm wide, with "Scan for your offer" beside it, linking to a page that matches the offer.

6. **Show where you are**
   A street or landmark people know: "by Stevenson Square" or "under the arches".

7. **Use your own look**
   Your logo, your colours or a real photo of your place. No stock photos.

8. **Say less, bigger**
   Twenty words or fewer. Big, readable type gets read from the doormat.

9. **Make it trackable**
   A code word ("say POSTCARD") or its own QR code, so you can count who came from the card.

10. **Check every detail on the proof**
    Phone number, website, spelling, prices and dates. Once you approve it, it prints.

Want us to design yours?

Ad design is included with every space on a Proper Local card. Send us your logo and offer and we'll do the rest. properlocalmcr.com