

A simple 7-step checklist to test your ads

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Imagine if you had in your hand a simple, bullet-proof, 7-step checklist to test your ads and sales letters.

Well, here's a simple 7-step checklist that Joe uses every time he writes copy. Every marketing piece of his that passes the test has gone on to generate sales.

In one of his lesser known books, "Making Ads Pay," legendary ad man John Caples reveals a 7 step formula for successful advertising. He wrote:

"This check list is based on the results of hundreds of advertising tests. It is based on millions of dollars spent in experiments designed to find out what kind of advertising sells and what kind doesn't sell. The next time you prepare an ad or a commercial, put this check list alongside of it."

Use Caples' checklist to give your ad the final test. You can even use the following list to check any ad, whether it is for radio, television, print, or even for the Internet.

1. Does your ad attract the RIGHT AUDIENCE?

Does your ad STOP the right people---the ones most likely to be interested in your product or service?

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Does your headline, photo or opening grab the attention of your most likely prospects?

2. Does your ad HOLD the audience?

Does your ad maintain the attention it achieved? You may have stopped them, but does your ad make them STAY? Does your ad or commercial speak to his or her interests, needs, hopes or dreams?

3. Does your copy CREATE DESIRE?

Do you promise benefits to the reader? Do you reveal what the customer WILL GET? Do you tell them what's in it for them? Do you clearly explain the advantages of your product or service? Does your ad make them feel and want your service?

4. Do you prove it is a BARGAIN?

Is your price lower than usual? Are you giving more service or adding more value than your competitors? Are you offering something no one else has?

5. Do you establish CONFIDENCE?

Or to put it the way Caples said it: "Prove it is not a gyp." You may have people interested in your ad. But now they're wondering if what you claim is really true. Dissolve their fears with testimonials, a guarantee, or any other PROOF you have.

6. Do you make it EASY TO ACT?

If you want your prospects to do something, have you TOLD THEM what to do? Have you given them the information they need so they can do it? Have you made responding to your ad or commercial simple and easy?

7. Do you give your prospects a reason to ACT AT ONCE?

Your potential customers may be ready to buy—but they won't unless you give them a GOOD REASON to act now. If your price is going up, say so. If supplies are limited, say so. If this is a limited time offer,

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say so. Have you given people a logical and believable reason to take you up on your offer right now, this minute?

So if you ever need a quick, proven checklist to test your ads or sales letters, just ask yourself these 7 questions and your ads and sales letter will become cash–generating machines.

Best riches,

Andrew Clacy

P.S. If you haven't grabbed a copy of Joe Vitale's new 12–part course guaranteed to turn your business into a million dollar money–sucking machine, I highly suggest you take another look.

In my honest opinion, any person who owns that package will become a profit generating, recession–proof business.

Read all about it: www.explosivecopycourse.com

Hi there,I'm a fulltime Internet Marketer ,webdeveloper and Entrepreneur from Albury, Australia. Owner of popular website www.explosivecopycourse.com

"How To Test Your Ads In Ezines Before You Spend A Dime..."

By Jason Mann

"How To Test Your Ads In Ezines Before You Spend A Dime..." by Jason Mann

Would you like to know before you spend money that the ad your going to place in an ezine is worth it or not?

I think we all would. You are going to learn how to effectively test 50–60 ezines and see which produce results for you, before you spend money on any ad space.

I use this myself everyday to test locations in ezines to place ads and find the ones that generate the best responses and the ones that are flat.

There are hundreds of ezines on the Internet that allow

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free ads to be placed in them. You may have already tried them, however, the twist on using them is this.

Find 20–30–50 of them and place an ad in them. Then use a different URL or email address to track the ads responses. You can add a "?" to the end of the URL and track it's hits. The address would like this:
<http://www.yourdomain.com/?ezine>

You can change the word "ezine" to reflect the area in which you placed the ad.

Once you see the responses, you can tally them up and find the ones that produce the best results. Many of the free ad ezines also take paid ads.

Now, secure the TOP sponsor ad in the ezines that produced and you know your ad will receive favorable responses.

It's an easy, affordable, and effective way to test your ads before you spend any money on the campaign.

Jason Mann is a profitability consultant who works with small and medium web business to increase their overall profit using easy to deploy, cost effective marketing strategies. Visit his web site at: <http://www.innersanctumeletter.com> for more helpful information about web marketing.

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[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!