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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!

10 Steps to Advertising Success

By Brian Moore

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Millions of people marketing on the Internet try to grab the attention of all the rest daily. How does a beginner, a "newbie", if you will, figure out how to write an ad that pulls in responses?

First, do we even want to write our own ads, what with the so-called tested ones that come with our affiliate programs? The answer to that is, "Yes!" Your individual ad writing ability can mean your ads get noticed and leave the prewritten ones behind.

Here are 10 steps to writing ad copy that will work for you and increase your profits immeasurably.

1. Narrow your market to a specific group of prospective clients. Find your niche market.
2. Analyze your website. Does it appeal to your niche market? If it does, tailor your ads to relate directly to your website.
3. Appeal to the impulse in the viewers of your ad. Call your readers to action * now*. Cause your readers to click a link to your sales letter. Emphasize the benefits of reading that letter. Offer something free in the ad itself, "just for looking". Perhaps a free copy of your newsletter or a free Ebook you've added to your site would do the trick.
4. Use outside resources to create your ad. Draw from sources like junk email and free classified ads. Analyze the work of others. Notice ideas that

grab you and call you to action now.

5. Design "killer" headings. What types of headings get more attention? Headings with all capital letters? Headings that take up the entire heading field of the ad? Use caps sparingly for emphasis, and don't pile on words just for length.

6. Avoid hype. Don't over sell your product or service, discouraging your prospects even before they get to your site. Relay your excitement about your product through your own experiences, not unbelievable exaggerations.

7. Proofread. It's crucial to your success in ad writing, and online generally. Check your spelling, grammar, and

punctuation. Be rigidly careful. Test links to make sure they work *and * actually lead to the places you intend them to go.

8. Test your ad for efficiency. You can't over-test. Use your ad in many media, including the newspaper classifieds. Track where your ad pulls from by using free or paid tracking services that are out there. Look to your affiliate program for good tips and instructions on ad tracking.

9. Keep a winning ad working for you. Keep submitting it to new places. A few sales will never wear out a good ad.

10. Submit only to places where your target market will be looking. This will save you time, money, and unwanted attention from would be spammers.

Now promise yourself this: You're going to get your ads noticed by writing them yourself and taking these steps to advertising success.

Brian Moore publishes 'BizOps Secrets', a completeezine resource for online success. AllPro BizOps, Proven Business Secrets That WorkOnline. <http://www.allprobizops.com>

Is Ezine Advertising Still Worth?

By Jean Lam

Ezine advertising is a powerful medium to reach thousands and thousands of potential customers for your online business. It has never been more easier to reach so many people than through ezine advertising.

But due to the fact that nowadays, we are overloaded with too many emails, ezine advertising is not quite as powerful as it used to be. But still, it is worth using ezine advertising as your marketing tool.

10 Steps to Advertising Success

Don't forget that ezine advertising is done through email and email marketing is by far the best promotional tool for your online business.

Ezine advertising still produces good results but it depends on several factors to ensure a successful ezine advertising campaign for your business.

(1) Number of subscribers

Before placing your ad in an ezine, check out the number of subscribers that this ezine has. I would opt to place my ad in an ezine with at least 500 subscribers. If less, it's not worth. Ezine advertising success is partly a numbers game.

(2) Ad quality

Writing a good ad is crucial to the success of your ezine advertising campaign. If poorly written, you can expect a poor response rate even if you placed your ad in a quality ezine. So ensure that your ad attracts your attention and makes you want to know more yourself just by reading it.

(3) Ad position

If you are serious about your online business, opt for a Top Sponsor ad or a solo ad. Usually more expensive but they produce far better results than classified ads. You have more exposure and the readers are more likely to see your ad and read it.

Ezine advertising is still the best advertising medium on the web. So don't give up. There really is no better place to invest your advertising dollar.

Jean Lam is the editor and publisher of "Web Biz Secrets" E-Magazine. Receive a FREE gift when you subscribe today at

.

He is also the author of the highly acclaimed eBook "Top Search Engine Ranking Secrets in Google Revealed" and has shown webmasters how to drive massive traffic to their websites from Google. Click here to find out:

Is Ezine Advertising Still Worth?

Preparation – the Way to Success

Defining Success: What Does it Mean to You

We are advertising BACKWARDS and don't realize it!

Why Ezine Advertising Doesn't Always Work?

Instant Unzip Software

Success Secrets

Build Your Own Mail Order Empire
Power Profits Autoresponder Course
Starting a Successful Retail Business



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