

## 10 TIPS FOR CREATING UNRESISTABLE ADVERTS.

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## 10 TIPS FOR CREATING UNRESISTABLE ADVERTS.

By Oluwafisayo Akinlolu

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-----Word Count: 702

## 10 TIPS FOR CREATING UNRESISTABLE ADVERTS.

### 1. PROGRESSIVE DISCOUNT OFFERS.

People will buy more if you tell them there is a price slash on bulk purchase. It really does not matter if the slash is \$10 or \$1. Give progressive discount offers and watch your sales "sky rocket."

Tell them in clear terms; Buy three, get one free!, Buy four and get a 2% discount etc.

If you sell ebooks for instance, tell them if they buy one they will get one free.

You'll end up with more sales than you imagined.

### 2. MONEY BACK GUARANTEE.

Tell your prospective buyers they will get back their money if they are not totally satisfied with the product you sell and they will end up buying. Why? They feel safe.

The truth is; if what you sell is what you say it is, no one will come back for his money and you'll make explosive sales.

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### 3. CREATE A SENSE OF URGENCY.

Make the prospective buyer feel the urge, the urgency to buy. This can be done by using action stimulating words and giving deadlines.

Here are a few examples; Offer lasts till....., click now!, first 10 gets....., get free report now, order now!, complete details available ....., act now!, click, etc.

### 4. KISS

Keep It Short and Simple. Your marketing offers should be short and simple, yet irresistible.

### 5. NEVER TALK ABOUT YOU.

No buyer wants to know how your product affects you. They want to know what they will get from it. Please tell them. They are totally selfish and so am I when I want to buy.

While being honest, tell them what they will get from your product.

Instead of saying your company produces the best shoes in the world, simply say they deserve the best shoes and you have made it specially for them.

Tell them what they want to know truthfully and they will buy and keep buying.

### 6. ADD EMOTION TO YOUR MARKETING OFFER.

We all tend to react from emotions. Use this simple weakness of all men to create powerful marketing offers.

If you sell cosmetics, it is okay to say your cosmetics make people beautiful, it is better to say it makes them look younger and best to say it makes them look sexy.

### 7. HEADLINES.

You should never rush headlines. A good ad could be ruined by a poor headline. When creating headlines, spend time on it.

Write out a list of headlines and let friends and family help you choose the best ones. Understand that if your headline does not catch them, you have lost them.

Headlines should be captivating. It should draw attention and must not be outrageous. This turns people off. It must sound real and probably make them inquisitive.

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Look at these samples. 1hourwealth, Tasty Marketing Tips you Cannot Resist, Explode your sales in 72hours.

### 8. CUSTOMER CONVENIENCE.

People will buy more if your product offers convenience. Any product and service that generates more result in a shorter period of time will sell more.

### 9. SCAN THE MARKET FOR OPPORTNITIES.

Making money and creating irresistible marketing offers become easy if you have the answer to this question; What do my customer want more and how can I provide it?

Find the answer and fill the need. Make it obvious you have the answer in your market offers and it simply becomes irresistible.

### 10. BORROW IDEAS.

I did not say steal ideas. I said borrow. Never infringe copyright laws.

You can however borrow ideas. When you see a marketing offer that looks irresistible, simply borrow it. Improve it, add something, remove something and then use it.

You must have succeeded in creating an irresistible offer.

I recommend you read Shawn Casey's Mining Gold available at

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### **Junk Mail?**

**By Robert J Farey**

Junk mail works.

Why does it work?

How does it work?

## 10 TIPS FOR CREATING UNRESISTABLE ADVERTS.

These are very important questions.

To make it work, it has to appeal to the emotions.

They have to make claims that inspire you to click on that `yes' button.

They inspire you with tales of what you could do with all that extra money.

Clear all your debts.

Pay off your mortgage.

Take the family on a trip to Disney land.

All this would be possible if only you would press that button.

What they are doing is creating images in your minds.

Images of a new lifestyle.

Visions of relaxing on a tropical beach.

Cruises on a luxury ocean liner.

Explaining to your employer exactly where to put his job.

This is selling the image. Not the product.

Selling the fantasy. And it only cost \$.xx.xx

Study these adverts. Try to discover how they work.

What is it in them that makes you want to click that yes button.

Find one that intrigues you. One that makes you want to click that button.

What is it that convinced you that this one is the one that you have been looking for.

Break it down into it's component parts. Can you use this in your own adverts?

These adverts must be good for them to stay in business.

What do they have that yours don't.

Study them. Look at the words that they use.

Look at the way that they use them.

Use this knowledge to spice up your ad's.

If it works for them, it can work for you.

You don't have to Spam. Use their expertise to run a legitimate business.

If you have a Spam blocker, sign up to a separate e-mail account and send out an advert to a free list.

You will have enough unsolicited e-mail to keep you going for months.

Use their expertise to your advantage.

Good luck and keep learning. That is the only way to stay on top.

If you feel that you have nothing more to learn, You are in for a surprise.

When you stop learning, you stop winning.

Let's face it, the whole idea is to win, and keep on winning.

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Good luck. ...Bob.....

Robert J Farey

Bob has been on line for over five years. He loves affiliate programs because all of the technical stuff is done by the owners of the programs. Leaving him free to concentrate on the promotion side of the business. If this article has set you thinking. Please take a look at:

Junk Mail?

Poker Affiliates: Choose The Right Online Poker Room Programs To Promote

Executive Search Agents Get Results

Saving Money On Your Shopping Sprees

How to Advertise Properly Part 2

Ax Gold Collection

Instant Site Safe And Folder Safe

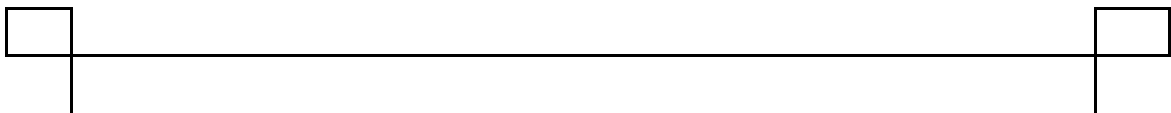
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