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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
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## 10 Tips For Writing A Persuasive Ad!

By Larry Dotson

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1. You can get ad copy ideas by studying similar product's advertising material. Collect their sales letters, classified ads, web ads, e-mail ads, etc.
2. Know exactly what you want your ad copy to accomplish. It could be to qualify prospects, make sales, generate leads, attract web traffic, etc.
3. Make a complete list of your product's benefits and features. Begin your ad with the most important benefit either in your headline or first sentence.
4. Make your ad benefits as specific as possible. Include exact numbers, percentages, times, colors, smells, sounds, descriptive adjectives, etc.
5. List all the ways your product is different from your competition's. Include all the differences in your ad copy that are better than their product.
6. Use graphics, pictures and drawings of people actually using your product to solve their problem. Include a picture that also shows the results.
7. Make a list of your target audience. Write down what reasons would attract them to purchase your product. Include those reasons in your ad copy.

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8. Include any proven facts in your ad copy. They could be customer surveys, scientific tests, product reviews, etc.
9. Tell your audience what kind of support they'll get after they buy. It could be free consulting, tech support, free servicing, etc.
10. Ask people at the end of your copy why they decided not to buy. This will give you new ideas on how to produce a more profitable ad copy.

## 7 Tips for Writing Winning Resume Cover Letters

**By Donna Monday**

Writing a good resume cover letter is something you should seriously consider when preparing to send off your resume to potential employers.

Here are seven important cover letter writing tips:

Address the individual by name. If you don't know their name then use: "Dear Sir or Madam" or "Dear Human Resources Director".

Attract attention with a strong opening paragraph. Create impact. Give them a reason to keep reading about you.

Refer to your enclosed resume. Be specific in describing your skills, experience and accomplishments. Use actual examples of things you've done.

Let the employer know what you can do for them. What can you bring to their organization?

Keep the letter's tone of voice positive and professional. Be persuasive but don't come off like a cheap used car salesman. Remember to ask for the interview!

Double check your spelling, grammar, and sentence structure. Have someone proofread the letter.

Sign your letter and keep a copy for your files.

Writing a strong cover letter will help you (and your resume) stand out from the crowd. Hopefully, your cover letter will give employers a reason to pick up the phone and invite you to that all-important job interview.

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Donna Monday writes employment related articles for

7 Tips for Writing Winning Resume Cover Letters  
Killer Copy – What is it and how you can MASTER the Art!  
Persuasive Speech Topic Ideas  
Three Big Ol' Tips for Better Sales Letters  
How To Write Killer Sales Letters

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