

This Free E-Book is brought to you by Natural-Aging.com.

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

3 Magic Words that Boost Ad Response

By Will Dylan

3 Magic Words that Boost Ad Response by Will Dylan

3 Words that Boost Ad Response

Key to success is avoiding hype

For the small business owner, advertising is a critical expense that helps to drive customers through the doors or to a website on the Internet in the hopes that they will spend their money. With tight ad budgets, small businesses need their advertising to payoff every time. Ads that result in no sales are simply wasted money.

There are countless online articles that tell you to use the words "free", "guaranteed", and "limited time offer" in your advertising to boost sales. They work, however the ongoing overuse of these words has reduced their effectiveness somewhat. When you're writing your next ad, keep the following advice in mind when if you plan to use these key advertising terms.

"Free" - Getting something for nothing has universal appeal and is a strong attention getter. Where most businesses fail is that they give away something that is essentially useless, leading customers to believe that your business falls into the same category (i.e. "useless"). For example, many websites give away free "e-books", in order to entice potential customers to visit their site. The e-book itself is usually loaded with advertising and links to the website, and contains very little real, valuable information.

If you're going to advertise a free giveaway, make it a legitimate, valuable item. If it's an e-book, try not to make it a shameless self promotion piece that doesn't add any value to your customers. In fact do the opposite...make it somewhat valuable. Use the quality and value found in your e-book to inspire your potential customer with confidence that you offer a quality product or service. A credible free giveaway of any kind that has value and contains no shameless self promotion will be a huge credibility boost for your business.

3 Magic Words that Boost Ad Response

"Guaranteed" - Customers appreciate the safety and security that comes with a satisfaction guarantee. All reputable retailers and businesses have some type of return policy, because they know that it will encourage customers to buy, and only a small fraction of people ever bother to return anything.

The key to guarantees is to be reasonable. A 100% money back guarantee is reasonable. So is an exchange policy or warranty against defects. Some of the more recent guarantees that have emerged in advertising, especially on the Internet, are actually a turn off to a potential customer. A "double your money back guarantee" usually makes customers wary of the seller. Why 200%? Is that what it takes to generate a sale, and if so, how good can this product or service really be? When it comes to guarantees, mirror those offered by the industry leaders in your business, and don't go too far.

"Limited Time Offer" - If you're going to offer your customers something for a "limited time" then follow through on your promise. Customers don't appreciate being lied to. If you state that your special offer

expires tomorrow, then follow through on your promise and rescind your offer tomorrow, even if its only temporarily. When a business consistently offers "limited time" deals week after week, customers lose faith in the credibility of the business. Anyone who jumped on your offer believing that they only had a "limited time" to take advantage of it will now feel that you were not honest in your advertising and will not likely give you additional business in the future.

"Free", "Guaranteed", and "Limited Time Offer" are great tools to use in your advertising to get attention and stimulate purchases. However, overuse and abuse of these terms can be very harmful to your reputation and to your future revenue stream.

Will Dylan is the Author of "Small Business Big Marketing" a powerful e-book for small businesses available through his website www.marketingyoursmallbusiness.com . Will also offers article and news release writing services. You can contact Will at askwill@marketingyoursmallbusiness.com

"The Truth Must Be Told!" – A Review of "Magic Words That Bring You Riches"

By Jerry Webb

"The Truth Must Be Told!" – A Review of "Magic Words That Bring You Riches" by Jerry Webb

I once heard someone define advertising as being "truth well told." By this brilliant definition, Ted Nicholas is an absolute genius because he knows how to dramatize the truth in the most compelling and memorable way. He does this simply by using choice words and phrases.

It's no wonder that sometime ago, Ted brainstormed a single headline for a newspaper advertisement, and it successfully pulled in over \$75 million in sales over a period of several years. It's also no wonder that he achieved almost \$25 million

3 Magic Words that Boost Ad Response

in direct mail sales of one of his books, and he is often called the 500 Million Dollar Man, having successfully marketed over \$500 million worth of products in 49 different industries.

Does Ted Nicholas have the magic touch? No, but what he does have are magic words.

Ted claims that you are only 17 words away from making a fortune. He's convinced that his book, "Magic Words that Bring You Riches," will enable you to earn several hundred thousand dollars a year.

The book's promise was too fantastic to resist. So I finally got a hold of it, and after I read it, I truly wondered why it took me so long to find this amazing book.

The first few short chapters, which fall under the heading, "Magic Words that Get You Everything You Want in Life" may not be monumental — but they're definitely useful in everyday life. I picked up a few "magic phrases" I didn't know, such as how to get the very best table in any restaurant; attract the opposite sex; have clients or employers clamoring to hire you; fly first class for the price of coach; or rent a Mercedes for the price of a Ford.

After reading the last 23 chapters, however, I was positively speechless. Ted shares his earth-shaking secrets for accomplishing marketing miracles. Recognizing that different words produce different results, Ted invested over \$100,000 in tests to discover magic words that produce the best results in marketing. He dispenses these magic words freely throughout this

book. This is simply pure gold for anyone who wants to succeed in marketing, particularly direct response marketing.

"Ted's strategies earned me over \$1,000,000 last year!"
—— Mike Enlow, Masters of Marketing, Magnolia, Mississippi

Although I'd like to explain the phenomenon behind these magic words, I'd rather you hear it straight from the horse's mouth — so I'm going to let Ted explain how he discovered these powerful words and phrases — and how you can use them to market successfully.

Jerry webb Listen... if you were just 17 words away from achieving greatwealth, wouldn't you want to

3 Magic Words that Boost Ad Response

discover what those magic words are? http://www.roibot.com/r_mw.cgi?R55136_mwqsprt



This Free E-Book has been brought to you by Natural-Aging.com.

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