

4 STEP FORMULA FOR HIGH PROFIT CLASSIFIED ADS!

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By Grady Smith

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Ready to see your online advertising efforts explode?
Here's my 4 secrets to writing high profit classifieds
that bring me a huge return on investment.

1) WRITE A GRAB THEM BY THE THROAT HEADLINE!

What promise can the responder to your ad expect?

"Get Rich Online Overnight With Information Products!"
"Double Your Online Profits In An Hour!"
"Never Work Again After Seeing My New Manual!"

Each one of those headlines makes a strong promise,
and every effective classified headline needs to do
it. Let the reader know exactly what you're talking
about. Be specific, but keep the headline short and to
the point.

2) TARGET YOUR AUDIENCE!

I'd be wasting my time placing my "Get Rich Online
With Information Products" ad in a ezine for crafters.
Make sure you know your audience. And write a headline
that calls out to them.

Let's assume I'm writing a classified ad for writers.
By tweaking my ad to call out to them I might write
something like: "Sell Every Word You Write!" Writers
want to get paid for writing, and that headline would

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definitely grab their attention.

3) PUT THE WORD FREE IN YOUR AD!

A word like free can dramatically increase your clicks. Offer them something of high perceived value at no cost to them for clicking your link.

What can you offer? Information! FREE reports and mini courses are hot, and they draw people to your site like crazy!

4) USE A CALL TO ACTION!

You have to tell the reader of your ad know what to do next. Use phrases like:

Go now..

Click the link...

Order Now!

Placing a call to action near your link is a must for high profit classifieds and sales letters!

These four suggestions can skyrocket your sales. I know, because I use them for every ad I write and I've always achieved great results. Apply them to every classified you write, and watch your response rate explode!

Grady Smith is the author of "Get Rich Online". Visithim, and get 7 FREE High Profit Money Making Secrets That Can Explode Your Income Plus 4 FREE E-Books To Create A Business Fast! Go Now...<http://www.mountainhighpub.com>

How To Write Classified Ads That Make Money

By Dean Phillips

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If written correctly, classified ads can be a very effective way to make money and build your business. That's the key,

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they have to be written correctly. A poorly written classified ad will do nothing more than waste your hard-earned money!

In this article, I'm going to show you the proper way to write a classified ad—the kind that Will make money!

Here's the secret: You MUST write every single classified ad using the following classic AIDA formula:

A=ATTENTION

I=INTEREST

D=DESIRE

A=ACTION

Let's break down each letter:

A=ATTENTION: The very first thing your classified ad must do is get the attention of the reader. The best way to do that is with an effective headline.

Because your classified ad will probably be competing with a sea of other classified ads, nothing is more important than your headline.

An effective headline will attract the reader's attention, and also target the audience for which it was intended.

The best way to write good headlines is to ALWAYS answer that one question your reader wants to know: "What's in it for me?" Answer that question as clear and concise as possible and you will consistently write good headlines.

Here are some examples of good headlines: Collect Coins For Fun And Profit! Make \$50,000 Yearly Selling Books! How To Make Your Website More Profitable! How To Write Classified Ads That Make Money!

Notice how in the above examples, you don't have to guess what the ad is all about. The headline pretty much tells you. Don't try to be cute. Just spell it out in your headline.

Next, we come to the second letter in the AIDA formula: I="INTEREST". After you get your reader's attention, you

want to get him "INTERESTED" in your product or service.

You do that by telling him what your headline promises. Let me illustrate what I'm talking about, by using one of the above headlines as an example:

Make \$50,000 Yearly Selling Books!

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No experience Necessary.

By adding "No experience necessary," you build interest, because your reader is thinking, "No experience necessary. I can do this!"

Next comes the third letter in the formula:

D="DESIRE". You have to make your reader "DESIRE" whatever it is that you're offering. And the best way to do that is with benefits! Let's continue to build on the classified ad we started:

Make \$50,000 Yearly Selling Books!
No experience Necessary. Over 1000
money-making titles. Small investment!

By adding "Over 1000 money-making titles. Small investment!" You're making your reader desire what you're offering. At this point your reader is thinking, "I can make money selling books. It doesn't cost a lot to get started, and I don't need any experience!" Those things are all "benefits."

Again, just tell your reader what your headline promised.

Push his emotional "hot buttons", by using magic selling words like, revolutionary, new, amazing, free, guaranteed, security, love, sex, make money, etc! Example:

Make \$50,000 Yearly Selling Books!
No experience Necessary. Over 1000
money-making titles. Small investment!
FREE information!

By adding magic selling words like "money-making" and "FREE," you're pushing your reader's emotional "hot buttons!"

Finally, we come to the last letter in the formula:

A="ACTION". You want to close your classified ad with a call to action! In other words, tell your reader what you want him to do. For example, "For details click here!" or "Write for more information!" Example:

Make \$50,000 Yearly Selling Books!
No experience Necessary. Over 1000
money-making titles. Small investment!
FREE information! Click here!

Adding "Click here," is a call to action. You're telling your reader exactly what you want him to do.

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In closing, remember, when writing a classified ad, always use the AIDA formula. It will rarely let you down!



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