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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!

7 SECRETS TO WRITING A SUCCESSFUL AD

By Shery Ma Belle Arrieta

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Whether you're advertising a product on print, radio or Internet, these 7 secrets will help you write and successfully advertise your product:

YOUR HEADLINE OR TITLE PROMISES SOMETHING TO YOUR CONSUMER. Yep, you gotta grab their attention at the outset — that is, by way of your headline. Tell me, would you buy a product after reading this headline: "New Hair Growth Shampoo Now In The Market!" I don't know about you, but if it was something like, "50% Hair Growth In 7 Days!" I'd buy the product and try it out to see if it delivers what it promised in the headline. It's a more effective headline than the first because it gives a concrete result in only a short time. Bald or semi-bald people are more likely to buy the product when they read the second headline.

A GOOD LEAD FOLLOWS A GOOD HEADLINE. If you've written a very good headline, chances are you'll be able to write a good lead based on that. The key here is to support your headline with facts in your lead as well as elaborate your headline. Another tip: Don't waste words explaining to your readers and target consumers what they already know. Go straight to the point. Zero in on your product and what it can do for them. Again, taking our example from the hair growth shampoo, don't waste a paragraph explaining the causes of baldness. Give them specifics and facts right away such as how effective your hair growth shampoo is as well as tests conducted.

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BE CONVINCING BY PROVIDING AMPLE AMOUNT OF INFORMATION ABOUT YOUR PRODUCT. Ask yourself, "What can I say or write here to convince my readers or potential customers to actually buy my product?" List things related to your product and write them in a logical manner. Remember that grabbing their attention from your headline and lead is winning half the battle. The next step is for you to convince them to buy your product once you have their complete attention.

TREAT YOUR AD COPY LIKE A NOVEL OR A STORY. If you want sales results, learn how to write and present your

advertisement in a logical manner. Treat it as if you're writing a short story or a novel: you have an introduction, you have a conflict, a climax and finally a solution. Make your readers and potential customers feel like the ad is really for them. Organize your sales points according to importance: start with the most important and then finish off with the least.

IF YOU WANT SALES, NEVER WRITE OR PRESENT A BORING AD. Again, if your ad is interesting, that's the only reason why your readers or customers are ever going to read on and finish reading your ad and possibly buy and try out your product. One effective way for you to "connect" with your readers/customers is for your ad to speak directly to them. Tell them a story, appeal to their emotions, their needs, their desires. If possible, add testimonials from people they are familiar with; a famous actor or actress perhaps. Never make the mistake of talking more about your company and your success more than the product you are trying to sell. Your target customers are reading your ad because they want to know about your product and not about you. Don't also bother trying to tell them how your company developed the product. Tell them instead what your product can do for them.

DON'T EXAGGERATE; BE BELIEVABLE INSTEAD. The only way to achieve this is to tell the truth in your ad. You have to be able to develop the image that your customers can trust you based on the kinds of advertisements you show them. If you have to choose between being clever or ingenious with your ad and being honest and truthful, go with the latter. Your customers will be able to discern for themselves that you are being honest with them. If you were able to convince them

into buying one of your products before by giving them false hopes or facts, trust me, you won't be able to convince them to buy that same product again simply because the product didn't deliver what you promised in the ad.

GET THEM MOVIN'! You have managed to hook their attention, get them to read the entire ad and convince them to buy and try out your product. But without this important part of your ad, you still won't be able to really have a successful ad. Yes, your customers now want to buy their product. They're excited to try it out. Where and how do they buy? It's important to put an address, a phone number or even a hotline for them to make them buy and take that final step in your ad campaign. Give them ways of how they can order: credit card, a form they can mail and send money order to, using discount and promotional coupons.

Keep in mind these tips and you'll be able to produce ads that will sell you your products.

Shery Ma Belle Arrieta is a freelance writer and ebookauthor. She provides content for WebMarketingSpecialists.com, an emerging company that specializes in search engine promotion. She also publishes several ezines, one of them is the weekly Sites, Biz and Zines! ezine. Visit her web site at <http://webmarketingspecialists.com/ewriter> and <http://webmarketingspecialists.com/sbz>.

Secrets We Keep From Those We Love

By Timothy Cole

Everyone keeps a few secrets from a husband or wife, boyfriend and girlfriend. And people keep their secrets for a lot of reasons. Often people are embarrassed or they are fearful of a partner's hostility or possible rejection.

And research shows that it is in one's best interest to keep some things private, especially when partners or spouses are likely to respond poorly to the truth. Being rejected, scorned, or stigmatized does not help any one work through a serious issue.

But, keeping secrets can also be harmful.

Keeping secrets often prevents people from dealing with the problem at hand. Keeping secrets leads to increased stress, anxiety, and it often makes people think about the issue (event or topic) more frequently.

For instance, people who have a secret crush on someone often dwell on their feelings more than

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people who are able to talk about their feelings out in the open. More often than not, keeping something secret makes it seem more important than it really is.

Likewise, revealing secrets is very helpful when it is done right; that is, in a safe, non-judgmental environment. Revealing secrets can reduce stress, it helps people let go of an issue and think about it more clearly.

If a secret is bothering you, it really does help to get it out – as long people don't respond negatively or use the information against you.

In fact, research shows that the simple task of writing down a secret, even if no one ever reads it, makes people feel better. Writing a secret down reduces stress – it is cathartic.

With this in mind, we have created a place where people can anonymously reveal the secrets they keep. Maybe you will find that letting go of one of your own secrets is helpful and not so embarrassing after all.

Article by Timothy Cole, PhD. Take a look at the secrets people keep from their romantic partners at

<http://www.truthaboutdeception.com>



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