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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 Tips For Ad Copy That Sizzles

By Ruth Duda

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Your ad must focus on the wants and desires of your prospects. What are their problems? What are their goals? What are their needs? Tell them how YOUR product or service can benefit them. Be as specific as possible!

1) The Headline.

This the most important part of your ad! It's the first thing your prospect sees. A killer headline can make the difference between success and failure.

If you can't come up with a good headline, check the ads in magazines and newspapers. Find a headline that grabs your attention and customize it to your product or service!

2) Focus on Those Benefits.

The features may be good, but it's the benefits that make the sale! Instead of stressing what your product can do, tell your reader "how" it will benefit them. People always want to know, "What's in it for me?" Will it make them smarter, richer, slimmer, healthier?

3) Keep Sentences Short and Simple.

People are busy and they won't spend the time to wade through long, complicated ad copy. Short ads get read! Long ads hit the trash bin. Use bullet lists to condense your information and make reading easier.

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4) Compel Your Reader to Take Immediate Action.

Entice your reader to act now, by using phrases such as: "Limited Time", "Order Today", "Visit Now", "Don't Delay."

5) Never Use All Caps.

Using all capital letters in your ad, makes it difficult to read, and looks amateurish. Use capital letters for emphasis ONLY.

6) Proofread and Spell Check Your Ad.

This will help you to avoid mistakes. Nothing looks less professional, than ads that have spelling errors.

7) Don't Forget Your Contact Information.

Whenever possible include both your email address AND your URL. Including your email address encourages your prospect to ask questions. The follow-up can make the difference between a sale and no sale!

Test, Test, and Re-test Your Ad.

If your ad doesn't bring the results you want, change the headline, change your ad copy. Refine and polish your ad until you get it just right. The better your ad copy ...the better your results. Take the time ...to make that ad copy sizzle!

Ruth publishes the "Wealth Connection Marketing Ezine." Visit:

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Stand Out and Be Counted!

By Linda Offenheiser

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Your business isn't like any other business on the net. Sure, you may offer the same kinds of products or services that many others do but that's where the similarity should end.

Your business should reflect your personality and your values. If

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it doesn't you have nothing to offer that can't be found on a thousand other sites. If you want to be successful you have to make sure your customers see the difference between you and your competition.

If, for example, you sell ebooks why should someone buy an ebook on your site rather than on my site? The product is the same isn't it? So what makes your ebooks better than mine? Probably nothing!

It's how you present it . . .

If what you sell isn't unique you have to present it in a way that is. There are several ways you can do this.

- Unique Selling Point (USP)

Find the one major thing that sets you apart from your competition. Maybe you offer a 30-day money back guarantee on all of your ebooks. Maybe you include a special report with each purchase. Maybe your prices are always discounted. Whatever your USP is, make sure you promote it consistently and effectively.

- Sales copy that sizzles . . .

If your sales copy sounds just like everyone else's why would anyone want to read it, much less respond to it? If your ad copy or sales page doesn't excite your prospects, your business is dead in the water. It's critical that you either learn to write stand-out copy or invest in the services of a good copywriter.

- An inviting website . . .

Your website is your store or office; make sure it's

welcoming and comfortable. You don't need to create a flashy website just one that looks professional and makes your visitors feel confident about buying from you.

There is one feature that's worth its weight in gold. That's YOU! Personalize your site . . . include a photo and information about yourself. This is the only way your visitors can get to know you. In order to trust you they

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have to feel they know you. So tell them your story, honestly and warmly. It will increase your sales!

Your business depends on your integrity so make sure you treat your visitors with respect and honesty. Don't promise them anything you can't deliver. Publish your policies and stick to them. Make sure that everything on your site reflects your honesty and integrity. Deserve to be trusted!

· Outstanding service . . .

Give your customers more than they expect!

Let them know how important they are to you. Listen to what they have to say. Take care of their questions or problems immediately and courteously. Stand behind your product or service 100%. Issue any necessary refunds quickly and with a smile.

If it's possible add a personal touch to your customer service. Send a little thank-you note via email ~ don't rely solely on your thank-you page to do it for you. Check back with them later to find out if they're satisfied and if there is anything else you can do for them.

Make your customers feel special and they'll come back again and again.

Don't be satisfied with a poor imitation . . .

Your business should be just as unique as you are! If you're going to the time, trouble and expense of building a business make sure it reflects the things that are important to you. Unless you bring your dreams and personal creativity into your business and brand it as only you can, you'll never feel the pride of ownership you need to be successful.

Your business starts out like an empty canvas on which you can paint anything you want. Give it thought, give it soul and give it life ~ make it your own unique creation.



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