

Ads Not Pulling? Don't Blame the Publisher Yet!

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**By Robert Olson**

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Ad Writer's Tips and Tricks

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We all work hard to write that hot prospect pulling ad but many times we get little or no response at all. Publishers take alot of heat when it comes to this problem. Just the other day I listened as an ezine publisher told a story of a guy who wanted all his money back when his ad didn't pull. Should the publisher give a refund?

For many years I was an advertising consultant in the mail order industry. I heard so many people complain about how bad so and so publication was and how it didn't pull any or very few responses. Sometimes, people never consider that their ad may have been to blame for the outcome. As advertisers, we need to shoulder the responsibility. We need to understand that to write ads that pull, means learning another profession or at least learning the bare basics so our advertising is not in vain. Read on and you can discover the ad writer's formula used for decades by successful copywriters.

First, think about words for a moment. Think about how powerful they can be. Words.... so powerful they can cause people to fight or a whole country to go to war. Words make us laugh and they can make us cry but they can also make people buy! Ads written with a proven formula and with the right words can pull responses like crazy. If the ad is in a place where it can be read for years, the responses will just keep coming. One of my best ads was placed in mail order publications back in 1993 and today I still get responses to that particular ad everyday! Here is that ad:

Save up to 50% on Groceries!

Plus Earn Thousands of \$\$\$'s

Helping Others Save!

Write or call today!

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This ad was written using the basic formula that most copywriters use. The fact is that anyone can use this formula and when you, you will see measurable results. Here is the formula:

attract – Attention

generate – Interest

stimulate – Desire

ask for – Action

When people are scanning ads, and their eyes move across your ad, you only have a few seconds if that to capture their attention. The first objective is to write a headline that can attract the reader's Attention. This is the first step of the four partformula for writing successful ads. You want it to be your

ad that grabs the reader's attention. You may have to write pages of different headlines to get one that stands out from the rest but this is really a small price tomake the difference between success and failure.

Start by writing down the main benefit of your product or service. A benefit is something that fills a need in the reader's life. It may be more money or better health. It maybe a service that saves valuable time or just makes life easier in some way. When you know what your main benefit is, start writing headlines using power words to emphasize and magnify your main benefit. Before you begin, it would be wise to read ads for the purpose of learning to write ads. You will start to see the big differences between ads.... from the bland to the downright compelling! One person might write 'Eggs for Sale' but the next person may make his eggs sound so much better even if the eggs are identical! 'Farm Fresh Eggs for Sale!' Now don't those eggs sound much better?

Once you have a headline that you feel can get the reader's attention, your next job is to develop 'Interest and Desire'. As with most ads, you will have to do this with a limited amount of words so don't waste them! The reader of your ad should be persuaded that what you offer will solve one of their problems. Let them know that your Herbal Pain Relief Formula really will give them a pain free life once again! Use power words to emphasize the benefits they will get if they respond to your ad. Solve one of the reader's problems with words and your are just about there!

One of the biggest mistakes made by ad writers is when they fail to ask the reader to take 'action'. If you have a Herbal Pain Formula website, you might close the ad by writing 'To End Your Pain – Click Here! If you want the person to respond by email, by phone or to write to you, tell them how to respond. If you don't tell them to respond they probably won't! Here is how an ad for a herbal pain formula might read:

Live Pain Free!

New Herbal Formula with

Pain Free Guarantee!

To End Your Pain – Click Here Now!

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Ad writing or copywriting is an art and you can't learn it all from any one article. But if you will seek out the information and spend some time at developing this art, you can see a difference in your response rates. With time, you may even write an award winner that could pull for years to come!

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Learn from a 15 year advertising expert with millions of dollars of sales and the sponsor of 10's of thousands of new program signups.

### **10 Profitable E-zine Joint Venture Ideas!**

**By Larry Dotson**

#### **10 Profitable E-zine Joint Venture Ideas! by Larry Dotson**

1. You could ask an e-zine publisher to trade solo, sponsor or classified ads. If the e-zine has a larger circulation you could offer to run more ads.
2. You could ask an e-zine publisher to run your ad in return for a percentage of each sale. The offer is usually more successful if your product is brand new.
3. You could ask an e-zine publisher to run your ad in exchange for getting your product at no cost. It is more persuasive if you let them try out the product.
4. You could submit your article to e-zine publishers. They would receive valuable content and you would get free publicity.
5. You could offer an e-zine publisher new content by writing an original column for each issue. They're always looking for original content for their readers.
6. You could ask an e-zine publisher to trade articles. This would give you both new content to publish and cross promote each others' business.
7. You could ask an e-zine publisher to run your ad in return for you holding a contest or sweepstakes for their subscribers.
8. You could ask an e-zine publisher to trade thank

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you and welcome message ads. This is a great way to trade ads without cluttering up your e-zine with ads.

9. You could offer an e-zine publisher the option of you publishing their e-zine in return for them running your ad.

10. You could offer an e-zine publisher's subscribers a discount on your product in return for them running your ad.

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