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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!**

**Ask Mr. D – Advertising**

**By Bill Daugherty**

Ask Mr. D – Advertising by Bill Daugherty

Dear Mr. D,

I have found that the biggest challenge in marketing my ebusiness is to write effective ads. In a lot of articles I have read on ad writing, I have come across the term "sell the sizzle." Can you tell me what they mean?

And tell me if this is really important to writing good effective ads or if it's not all that important.

Signed,

John in Tulsa

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Dear John in Tulsa,

Selling the "sizzle" is very important in the field of advertising. It's not the only way to sell effectively, but I have found it to be one of the best advertising techniques.

Selling the sizzle means to sell the benefits your buyers will derive from owning and using your service or

product. Will your product or service make the buyer healthier, wealthier, feel better, look better, smarter, etc.

The most effective ads are the ones that can most effectively portray the benefits of their service or product.

Before you write your next ad, sit down and make a list of all the benefits one would enjoy if they buy your service or product. When you write the ad, feature

the most powerful one or two of these benefits.

This technique can produce some really great ads.

Let me know how you do with it.

Bill Daugherty. Do you have an advertising or marketing question you'd like to see published in this column? Send it to <mailto:MrD@epm.zzn.com> You can visit Mr. D's website at: <http://www.freadsgalore.com>

## **Traditional Advertising Can Not Work, Find out what's happening.**

**By Jerry Klabunde**

Traditional Advertising Can Not Work, Find out what's happening. by Jerry Klabunde

Why traditional advertising does not work. How effective advertising will work. We study why advertising works and does not work. There are fundamental reasons why today's advertising does not work. We help you understand what is happening in the advertising arena. Effective Advertising provides lectures, workshops and hands on help. Effective Advertising helps you understand true effective advertising. Effective Advertising started providing our services in 1977. That culminated a life time of studying communications academically, the Voice of America (VOA), Radio Free Europe (RFE) and major top 10 traditional domestic media properties. Effective Advertising is the difference between knowing how your advertising is performing rather than guessing, as we are today. Why traditional advertising does not work is because we have not changed the way we advertise since we began to advertise. You will be shocked by what you will learn.

Jerry Klabunde  
President

www.effectiveadvertising.com  
Effective Advertising and Associates

Voice of America, Radio Free Europe, Major Traditional Media Properties, Academic, Several Degrees, Practical Experience Studying Advertising and its Efficiency, There are parts missing that is keeping it from being a communication.



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