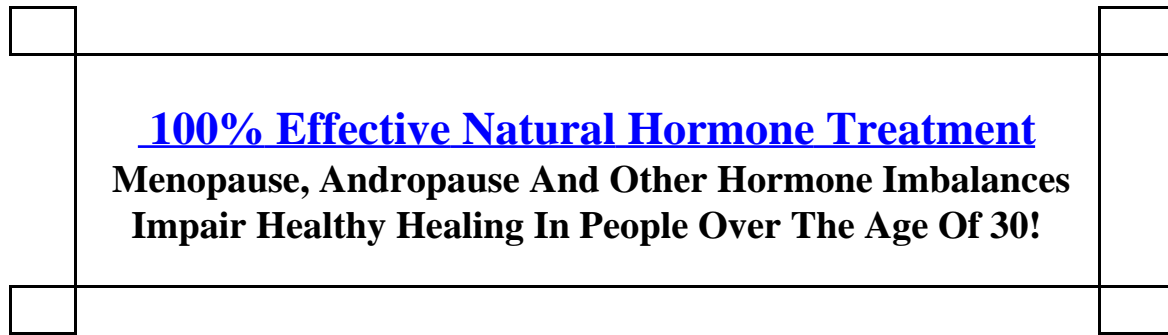


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Banner Ads: How To Quadruple Clickthroughs Using Proven Techniques!

By Grady Smith

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It's a fact...

Businesses right now are wasting thousands of dollars on ineffective advertising.

In fact, a large majority of business owners are satisfied when they place a banner ad and double their investment.

Are you in this category? Do you pull mediocre results from every banner ad you place? Want to start placing ads that pull 4, 10, even 20 times the amount you invested? Of course you do!

Here's how to create devastatingly powerful banner ads that get people clicking!

First, you need to walk a mile in your prospects shoes. What turns them on? What key words will stop them dead in their tracks?

Understanding who your ad is talking to is the first step. Your second step is understanding the dreams and desires of your products audience.

Ask yourself some questions:

Are they motivated by money?

Do they want to do something better?

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What's the emotional reason your target prospect would be interested in your product?

For instance, a home business offer would go after prospects interested in money, right? But there are other underlying benefits that speak to your targeted audience too.

Maybe they want freedom from a time clock? Maybe they hate answering to a boss?

For instance, if you wanted to target a niche market of RV owners for your business opportunity, you might write a banner headline

like "RVers! You Can Travel The Country, And Get Paid Very Well To Do It"!

The headline above addresses two powerful motivators for someone that owns an RV. First, money, a universal motivator. And second, traveling in their RV. This creates excitement for an RV enthusiast reading the headline and lures them into the copy.

Second, a banner ad works better when it appears interactive.

Create buttons on your banner that the reader can click. Perhaps a survey where the user clicks radio buttons to reply. Or, something that looks like a drop down menu that the user clicks.

Third, as in any form of effective advertising, you need to create a sense of urgency.

Banner ads need to pull the reader away from the website they're already viewing. So, aside from an offer that speaks directly to them, you need to give them a reason to stop searching the site they're on and choose to visit the site your banner points to.

"Click Now" works, but an even more effective urgency creator would be "limited supplies" or "special discount for the first 100 visits"!

Fourth, make sure your banner design is simple. Key words should stand out. Graphics should be light, and only used to capture attention. Use color schemes that compliment one another and draw the eye.

Using these ideas in your own banner ads can dramatically

increase clickthroughs. By applying them to your own banner marketing you can set your own personal records for clickthroughs and profits.

Grady Smith provides hard-core killer copywriting at prices you can afford. Use him for your sales letters, classified ads, and auto responder messages to set your marketing efforts on fire. Stop by <http://www.cheap-copy.com> and get your FREE critique and quote to learn how YOU can make more money!

10 Killer Ways To Make People Click!

By Larry Dotson

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1. Use reverse psychology on your banner ads. You could tell people not to click on your banner ad. For example "Don't Click Here If You Are Comfortable With Your Looks"
2. Make your banner ad words as attractive as possible. Use words like ultimate, powerful, sizzling, hot, etc. Your words should relate and highlight your total offer.
3. Offer a discount offer on your banner ad. People are always looking for good deals. You could offer a percentage discount, dollar discount, buy one get one free discount, etc.
4. Use a testimonial on your banner ad. This'll give people proof they aren't wasting their time clicking on your banner ad. The testimonial should include enough information so they understand the offer.
5. You could have a famous and respectable person on your banner ad representing your product, web site or service. People will click because they'll trust them over you.
6. Use a strong guarantee on your banner ad. You could include the guarantee as a headline for your offer. It could read double or triple your money back guarantee, lifetime your money back guarantee, etc.

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7. Tell people to click on your banner ad. Newbies to the internet may not even know they can click on banners. Just having the phrase "click here" on your banner will increase your clickthroughs.
8. You could advertise a trial or sample offer. This will tell people there is no risk or obligation if they click on your banner ad and try out your product or service.
9. Tell people the major benefit of your product, web site or service on your banner ad. It could be benefits like make money, lose weight, increase energy, save money, save time, etc.
10. You could advertise a free offer on your banner ad. People love free stuff. The freebie should relate to your target audience. If the freebie is attractive to them they will click.



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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!