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**Can't Get Right – Maybe It's Just a Word**

**By Raymond Johnston Jr**

Can't Get Right – Maybe It's Just a Word by Raymond Johnston Jr

One of the people I worked with in advertising, had an expression "Can't Get Right". What the heck does it mean? Well, when he could not seem to get ad copy.... right, he would walk in and say, this ad "Can't Get Right".

This was his way of telling me that he had come to wits end trying to get this particular ad to his level of perfection. Actually, he would tell you that it was my level of perfection that was not met. :o)

What does one do when they reach a point of knowing that something is just not quite right with an ad?

I know I spent the time researching and going through all the steps necessary to write a successful ad. But something is just not quite right.

Ad writing is a very sensitive operation.

Amazingly, sometimes the addition of one word can totally change the effectiveness of an ad. In the same light, removing a single word can sometimes be just as effective.

I am going to give you a couple of examples.

A while back I ran an advertisement for Solo Ads in Money For Hire.

The first time I ran the ad with this headline.

Solo Ad to 3000 Opt-In Subscribers

The ad did pretty well but I decided to

try adding a word to see what kind of results it would bring. Here is the revised ad.

Solo Ad to 3000 Totally Opt-In Subscribers

The revised ad brought a 60% increase in click through.

Why? Sometimes there is no sane reason why. Personally, I like the first ad much better. But the fact is, results are the only thing that counts and sometimes trial and error is the only way to find the ad that actually brings the greatest results.

Here is case where dropping a single word did wonders. The first ad headline was basically a total flop.

Create Your Own 24/7 Money Making Machine

You have probably seen many versions of this ad. This particular ad ran in a number of ezines. It did not produce very good results. But dropping a single word, instantly made it a winner. Here is the revised headline.

Create Your Own 24/7 Money Machine

One of the steps to creating a successful ad is testing your headlines. When you

test a headline and it does not bring the results you are looking for, sometimes a single word can make all the difference in the world.

Next time your ad screams "Can't Get Right"  
A simple word may be the answer.

Raymond Johnston Jr is the publisher of Money For Hire Ezine. Find the latest marketing trends, newest traffic generating techniques and other great tips to help you succeed online. Subscribe by sending an email to:mailto:moneyforhire@rapidreply.net<http://www.moneyforhire.com/ezine.htm>

## **10 Easy Spelling Rules to improve your spelling by 100's of times!**

**By Sacha of [home-school-reading.com](http://home-school-reading.com)**

Are you a good speller? It is hard to help your child with spelling if you have a hard time with spelling yourself. At the same time, if you are a great speller, it can be difficult to understand why your child is not a great speller.

What you'll find in this section is a listing of some spelling rules you and your child can learn, some links to free spelling sheets on the web and more.

1. Do you change the words you use when you write because, you might not spell the word correctly?
2. Would you be mortified if you sent correspondence out without spell checking it?
3. Could you live without a spellchecker?

If you answered YES to the first two questions, or NO to the last question, you your spelling has much room for improvement!

If you learn these 10 basic spelling rules, you can spell literally thousands of words!

### **1. E Ending Rule:**

When a base word ends with an E and you add an ending that begins with a vowel, drop the E. Go to the Free Spelling Worksheet that teaches this spelling rule.

### **2. The CVC Rule:**

When a word that is 4 letters or less ends CVC, and the next ending begins with a V, you must double the final vowel. CVC + V = CVCCV

### **3. The Vowel Changers:**

When the letter Y or the letter W is at the end of a word, it acts like a vowel letter.

### **4. The Flighty Y Rule:**

When a word ends Consonant and a Y (C+Y) and you ad an ending there must be an I in the word.

## Can't Get Right – Maybe It's Just a Word

Either the Y changes to I (C+Y+\_\_\_ = C+I+\_\_\_) or the ending has an I and it becomes (C+Y+I = C+Y+I).

### 5. Plural Rules:

To make a regular word plural, add a "S" If the word ends in the letter S, Z, X, SH, or CH, or a "C+Y" add an "ES"

### 6. The Disappearing E Rule:

When a word ends with a W, and you add the ending EN, drop the E.

### 7. The Appearing AL Rule:

When a word ends with "IC" and you add the ending "LY" it must become "ICALLY"

### 8. Double the Fun Rule:

When the ending of a word is a short base CVC rule, follow the CVC doubling rule.

### 9. The ION Rule:

When a word ends in ION, another form of the word may end in OR.

### 10. The Exception Rule:

Every rule has an exception, so, don't be surprised if you find a word that doesn't follow these rules. . . but most of them do!

Sacha Luria-Smith has been recognized for her teaching success on National Public Radio and Disney radio. She has also taught middle school in Oakland, CA. She is the author of the website <http://www.home-school-reading.com>.

10 Easy Spelling Rules to improve your spelling by 100's of times!

Abiding in the Word

Using Brainstorming to Find Keywords

F-E-A-R in the Job Search!

Applying the Word is Power

Over 185 Delicious Italian Dishes

Money Making Flashy Designs in a Box

The Ultimate Ad Tracking Tool

100 Instant PDF Templates

111 Egg Recipes



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