

Captions that PULL your customers TO you

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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!

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By Mimi AK

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Are you tired of so and so? Do you continually waste time and money trying to so and so? Then try our amazing so and so! We guarantee so and so or your money back. Plus if you purchase so and so now we will offer you so and so FREE! "I was continuously wasting my money with products that didn't work for me. But after trying so and so I am amazed by so and so—J.Smith". Are you MARY SCOTT getting the results YOU want? Then become a so and so now and discover the secrets of so and so! You too can earn \$9999 a week with this so and so program on so and so!

Any of the above 'so and so' catchphrases sound familiar to you? I have just listed 9 to 10 types of captions that will give your ad that extra uumph for luring your customers TO you! These captions are the key to making your ad/product act as a powerful magnet, giving it a strong pulling power that will help your advertising work.

They are captions with the:

1. Problem solving style,
2. Direct Target style,
3. Guarantee offer style,
4. Testimonial style,
5. Free and value-added offer style,
6. Personalised style,
7. Benefits offered style, or,
8. How-To style.

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You can use the problem solving style by adding captions that ask readers questions and then giving them solutions. Ask questions that will generate the answers 'YES' from your readers, such as "Are you suffering from backaches?" and "Are you tired of looking for someone who will rub your back for you?" and then tell them how your product will solve these problems. This way, you can easily capture the attention of your target market. It acts on the frustrations that the reader may be experiencing at that time and proceeds to offer a solution to solve it. This is a powerful approach to capture the attention and interest of your prospects.

The direct target style is another effective way getting to

your prospects. Captions are specifically designed to target a particular market. When using this style, specifically mention who you are directing the ad/product to. For example, if your target market is small businesses, direct your caption like this: "Small Business Owners, learn how to market your business online with step-by-step instructions".

The guarantees offer style is perhaps the most frequently used tool. Placing a guarantee offer, such as "Results in 30 days or your money back guarantee!" with your product makes readers feel more secure knowing that they can always get their investments back. Many readers resist purchasing something because of the risk of losing their money spent on a product that does not work for them. People LOVE guarantees! This is a benefit that is attractive to them.

Speaking of risks, testimonials by your existing customers can be a powerful tool in washing away the doubts that your prospects may have. Testimonials give a shot of credibility to your product and they take away that hesitation in dealing with an unknown business. Testimonials are more compelling when coming from celebrities, well-known people, and people admired by your prospects.

Free, discounted and/or value-added products/services included in your caption will give readers that extra incentive to purchase your product. This style attracts people because they can see a saving and they will continue reading the rest of the ad. Perfect for those of you having limited offers and sales. Tell your readers in no uncertain terms what's in it for THEM. For example, "Order within 10 days and we will also

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send you the so and so report valued at \$49.95 for FREE!", or, "Purchase 1000 email addresses and get the next 1000 for half the price".

You can also use yet another powerful way to get attention from your reader with the personalised style. Here, your caption uses your target's name. This style is particularly effective with e-mail advertising and direct mailing. Place the person's name in the caption like so: "Jane Smith, Here's How You Can Turn A \$25 Classified Into a \$10,000 investment return".

Readers will always look for WHAT'S IN IT FOR THEM. That is why the benefits offered style is a strong tool for pulling your customers TO you. Tell readers how THEY can benefit from your product. For example, "Join our Affiliate Program for FREE AND You Will Discover the Secrets to Successful Online Marketing AND Earn Income Just By Referring People to our

Web Site".

And then of course there's the how-to style. This type of caption speaks for itself. It is especially useful if your product is one that teaches or offers knowledge of a particular field. This method is powerful because most people are very curious and want to learn all sorts of things... especially when it involves moneymaking and establishing skills that are particularly useful to them. An example of the how-to caption is "Discover How You Can Earn \$500 or More While You Sleep With Little or No Investment."

As an endnote, when designing your caption/headline, take your time and write down as many captions as possible and ask other people for opinions and which works for them best. Choose a caption that is suitable to your target market and your product and test your ad with different captions to see which caption gets you the most pulling power. Use as many words as it takes to reach your target audience but be clear and straight to the point. Most importantly, design your caption to attract readers' interest by promising benefits. Remember... readers are drawn and aroused by What's In It For Them! Good Luck!

Mimi AK is the co-editor of the WebBizToolz ezine. Get your FREE subscription now and learn about how you can use low cost online tools to build your web business.

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10 Surefire Ways to Add Sizzle to Your Brochures

By Shannon Cherry, APR, MA

Businesses rely on brochures as their front line in communicating their products or services. Yet according to Shannon Cherry, APR, many find them not as successful because they underestimate the skills and resources necessary to publish attractive and effective materials.

"Most people forget a brochure is important because it represents you to the world and reflects your image," says Cherry, president of Cherry Communications, a public relations and marketing firm that helps businesses, entrepreneurs and nonprofit organizations be heard.

"But the best brochures do more than impress," she says. "Effective copy and design can intrigue, inform, convince and capture customer business just as an effective salesperson does. Brochure effectiveness is linked to an audience–appropriate marketing strategy that drives the design process."

Cherry shares the following top ten list of hints can help your brochure put its best foot forward:

1. Keep headlines short. According to studies, headlines with fewer than ten words get more readership.
2. Focus your headline on your target audience. Show a picture of your target group and make sure the headline has the groups description in it. For example: If you are targeting moms, uses a headline like, "Moms Know Best."
3. Keep text lines at a comfortable length. Body copy lines should never be shorter than the font size or longer than double the font size.
4. Keep paragraphs – especially lead paragraphs – short. Perhaps even one sentence.
5. Use graphical dingbats including bullets, hyphens, and asterisks, to break up text.
6. Use captions to draw the reader in. Next to the cover, captions are the most read items in a brochure.
7. Set captions in a different style.
8. Avoid typographic overkill by using too many CAPS, italics and bolds.
9. Stick to no more than three different fonts in a brochure.
10. If you use photos with people in them, make sure their heads are at least the size of a dime.

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Shannon Cherry, APR, MA helps businesses, entrepreneurs and nonprofit organizations to be heard. She's a marketing communications and public relations expert with more than 15 years experience and the owner of Cherry Communications. Subscribe today for Be Heard! a FREE biweekly ezine and get the FREE special report: 'Get Set For Success: Creative, Low-Cost Marketing Tips to Help You be Heard.' Go to:

10 Surefire Ways to Add Sizzle to Your Brochures

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Guitar Lessons - Hammer-On, Pull-Offs

10 Reasons To Survey Your Visitors, Subscribers And Customers!

Push vs. Pull Advertising

Keyword Coach

Scams Exposed

Build Your Own Mail Order Empire

How to Gain and Retain More Customers

Profit Pulling Reports



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