

Capture Their Attention With Your Title!

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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!**

**Capture Their Attention With Your Title!**

**By A.T.Rendon**

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There are millions of ads online. The Title of your ad will either make you or break you as it is the single most important element of your ad.

More often than not, the Title of your ad will either capture the attention of your potential customer or get your message deleted or ignored in an instant. So you need to make it good.

Here are 7 simple, yet powerful techniques to get your ads noticed in the crowd:

1. Use C l e a r Space in Your Title.

Simply add extra blank spaces in your Title between your words or letters. This will get your ad noticed.

2. Combine CAPITAL Letters with lower CASE.

Use all capital letters in every other word or use a capital letter between every other lower case letter. This is especially effective to EMPHASIS a point.

3. Use SECRET Action Words.

Begin your title line with action words like, "STOP!, LOOK!, READ", or key words like, "FREE, SECRET, REPORT". People will take notice when they see

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words like these. Get a FREE list of Action Words  
at: [mailto:action\\_words@emailexchange.org](mailto:action_words@emailexchange.org)

### 4. Ask A Question?

Questions always deserve an answer and we  
are taught to respond.

### 5. ALWAYS use the Truth.

Don't use unbelievable claims just to grab attention.  
You will lose the good-will of your prospects if you

lie to or mislead them.

### 6. NEVER USE ALL CAPITAL LETTERS.

Use of all capitals is considered rude on the Internet  
as it stands for shouting or angry talk. If used  
throughout an entire ad, it becomes difficult to  
read and appears amateurish.

### 7. Test Your Title.

Use different title lines to see which one will  
draw the greatest response. You will find one  
that works better for you than the others. And  
even after you find the best title, keep testing!

Make use of these 7 simple, yet powerful techniques  
to Capture the Attention of Your prospects and your  
ads will stand out in the crowd amongst all  
the millions of ads that are found online today.

A.T.Rendon is an entrepreneur and published writer. Subscribe to FREE Business Classifieds  
Newsletter& receive FREE online access to our Password Protected "FREE Submit To Over 2.7  
MILLION FREE Ad Sites!" [mailto:subscribe\\_fbcn9@emailexchange.org](mailto:subscribe_fbcn9@emailexchange.org) Visit us at:  
<http://emailexchange.org/?Articles>

## **The Perfect Email Ad!**

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The Internet has changed a great deal in just one short year.

Most people attempting to do business online not only send out a great deal of email to other people, now they are also receiving it, most often in the form of SPAM.

You do NOT want your email confused with SPAM.

In order for your email message to stand out from the ever maddening email crowd of messages, it MUST be different and UNIQUE.

Otherwise, it will wind up getting deleted before it is read.

What you need to email is the, "Perfect Email Ad"!

And, in order to have a, "Perfect Email Ad", your email needs just two (2) very important "Key" elements:

1. A "Killer" Title.
2. An Email Link.

The Killer Title.

The Title must be short, no more than 6 to 8 words. Less in this case would be more. It is what goes in the Subject are of your email message.

It must capture the attention of the recipient before they delete it.

The very best Title I have ever seen in an email message consisted of just 3 short words. It captured my attention and enticed me to click on the link to visit a web site.

It aroused my curiosity!

Can you guess what those words might have been?

It was a question.

All it said was, "What Is This?" And then it gave a URL.

That was the extent of the message.

## Capture Their Attention With Your Title!

Your Title is the Subject area of your email message so make it count. If necessary, make use of one or more action words to capture your reader's imagination.

Send a blank email here for a FREE list of 50 Action Words:  
[mailto:action\\_words@emailexchange.org](mailto:action_words@emailexchange.org)

An Email Link.

In the above example I used, it showed that the body of the email message only contained a URL, a web site link on which to click to visit.

The email message did cause me to visit the web site, yet it is still NOT a good example of, "A Perfect Email Ad".

The other "Key" element of, "A Perfect Email Ad" is to include an email link in your message!

Yes, you could include a web site address, like the email message with the 3 short words in the Title that got me to pay them a visit.

But, placing an email contact for those interested to click for further info will provide you with something a web site can not give you – a way to contact your prospect again.

If you send out an ad with a web site address, even if your prospect does visit your web site and then leaves, how can you do a follow-up message to that prospect?

If you first get their email address, then send them the web site address, then you will be able to send them out a follow-up email message to help entice them to visit again for a possible sale.

And, what would be the "Perfect Follow-up" to the "Perfect Email Ad"?

Respond with a short email message that is no more than 5 lines of text long and DO include your web site URL in this email message for people to pay you a visit.

If they just have your web site URL, they can easily visit and you might very well NEVER hear from them again.

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But since you now have their email address, you can do a follow-up email message to them in about 3 to 5 days to keep your offer fresh on their minds.

Do NOT make the mistake and do follow-up in just one day because many people set aside their email to read for another day.

Don't you find it annoying when someone starts bombarding you with follow-up emails on a daily basis?

Give your prospects time to be impressed with your first message.

Use the "KEY" elements of, "A Perfect Email Ad", and you will find it brings you more response and success than you can imagine.

A.T.Rendon is an entrepreneur and published writer. Subscribe to our FREE Business Classifieds Newsletter & receive FREE online access to our ENTRY Protected "FREE Submit To Over 3.1 MILLION FREE Ad Sites – DAILY!!!" [mailto:subscribe\\_fbcn9@emailexchange.org](mailto:subscribe_fbcn9@emailexchange.org) Visit us at: <http://emailexchange.org/?Articles>



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