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**Copywriting Makeover: Know Where Your Customers Are In The Buying Process Part 2 of 2**

**By Karon Thackston**

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<http://www.copywritingcourse.com/AEWebWorks-Original.pdf>

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The Rewrite

The headline was changed from:

You can view the current copy here:

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The Results

Another happy ending!

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. Be sure to check out Karon's latest e-report "How To Increase Keyword Saturation (Without Destroying the Flow of Your Copy)" at <http://www.copywritingcourse.com/keyword>

## **Five (5) Major Pitfalls Of Ad Copywriting And What You Can Do To Avoid Them**

**By Carla Lendor**

In this article you will learn about the pitfalls you must avoid if you wish to improve your ad copy:

Wrong or Misleading Information

Solution: Thoroughly check the facts of your copy before submitting it.

No call to action

Solution: State precisely what action you want from your readers

Sexist language

Solution: Use gender-neutral phrases. Use of plurals is also recommended.

Alienation of Readers

Solution: Avoid the use of technical jargon. Simplicity is the key to effective communication. Make sure

Emotionless Language

Carla Lendor is a Small Business Strategist. Visit

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