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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!

Creating Successful Ad Copy!

By Harry Husted

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Creating successful ad copy is important to the success of your company or web site. Without the right structure or word format your chances of selling your products or services are slim to none.

One of the most important aspects to writing killer copy is you first must really believe in your product or service. If you don't, forget it. If you truly believe your product or service is something very special, everything you write, say, or do with it will be done with enthusiasm. This enthusiasm will be read in your sales letter, literature, and even in your ad copy.

Here are some tips that will help to make your ads stand out:

1. Make the ad enticing.
2. Use short words and short sentences if possible. People can't and won't read long complicated copy.
3. Make sure every sentence flows into another. Explain who you are, what your product is and what benefits the buyer will get out of using the product or your service.
4. Get testimonials and publish them. This will create credibility for you and your business.
5. Write your ad like you are talking to somebody, not at them. Use informal language and keep it simple and easy to understand.
6. Make sure all your information is clear, concise, effective and error free.
7. Remember the acronym AIDA (Attention, Interest, Desire, Action). You must write your copy to grab your customer's attention. Then create interest in your product or service. Once you have sparked the person's interest then stir in him or her desire for your product. You can do this by using carefully selected words. Then, of course after all this you need to cause him or her to take action. You need to

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stimulate in them the need to take action.

8. Use "FREE" in your ads, especially when offering information.

9. Describe your products using benefits rather than features. For example, don't say "this xxxx has a, b, c and d" instead say xxxx will save you time and money because it has a, b and c features. Remember, your customer only cares about what it will do for them. Show them how your product is a solution to their problem. Here is an example of what I'm talking about: Did you buy a car with air conditioning just because it had a/c or because it would keep you very cool and comfortable on hot days? Did you buy it because it had antilock brakes and airbags, or because it was very safe for you and your family?

Benefits are not "quality and service" or "cheapest". They are the answers to "why should I keep reading?" or "why should I order?" Make sure to give specifics.

10. Try to place yourself in the position of the buyer and understand what they want, and then show them how to fulfill that need. You are selling a solution to a problem, remember that.

11. Remember step 7 above. well, let's expound on that a bit. Be careful with words that you use. For example, saying, "We are the best and we are cheaper than everyone else" is too strong, and poorly written. It makes you look like a cheap small business. However, saying, "Serving you with quality and low prices" promises or conveys a benefit to the reader. Also it uses the word "you" and the promise is not overstated.

There are certain words that have the power to turn prospects on and motivate them to buy. Some examples are:

Free, love, safe, new, benefits, right, you, alternative, security, sale, now, value, fun, save, gain, money, happy, advice, how to, discover, introduce, easy, your, proven, penetrate, suddenly, proud, healthy, guarantee, natural, fast, precious, secret, solution, magic, and comfortable

Words to avoid are:

Buy, difficult, death, obligation, wrong, failure, decision, fail, bad, deal, cost, sell, taxes, liability, worry, loss, hard, and contract

12. Always transfer ownership in your ads to make them more personal by using "you" and "your".

When you are done with the ad make sure to put it down and come back to it later when your mind is clear and refreshed. Then read the ad and edit it if needed. Then, after you are satisfied the ad is good, submit the ad to as many classified ad sites as possible. If your ad is well written you will start receiving inquiries within 24 to 48 hours.

But don't stop there. Keep on updating the ad on a consistent basis, evaluating the results. You want to find out what ad pulls in the greatest responses.

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Killer Copy – What is it and how you can MASTER the Art!

By Chuck Crawley

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Killer copy is a phrase that you probably see in the Internet Marketing arena quite often.

What exactly is Killer Copy?

First, the word Killer is misleading. Killer as defined by the Webster's Desk Dictionary goes something like this... "to cause to be destroyed, to defeat or veto, to cause to cease operating".

Not exactly what you want to do with your ads and Web Page content. So, let's redefine what Killer Copy is all about.

We'll use the words "Persuasive" and "Irresistible". Persuasive means "to cause (a person) to do something by appealing to reason or understanding". Irresistible means "incapable of being resisted, extremely tempting or enticing".

Now, Killer Copy is content that will cause a person to do something by appealing to reason and understanding. Creating content that a person is incapable of resisting. That's what I call Killer Copy!

Persuasive Copy should be the MAJOR goal in your quest to make money on the Internet. Creating a Persuasive Ad leading to a Persuasive Web Page or Sales letter will literally make you rich overnight.

Just imagine an Ad that draws hundreds of responses every time that it is placed in front of your target audience. The responses from this ad then leads to a Web Page or Sales Letter that produces sales like a cash generator.

The reality of this scenario is really not that far fetched!

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So how can you create Persuasive Copy for your product or service?

The first step to creating Persuasive Copy is to KNOW your product or service. Take the time to really study your product or service. Extract the benefits of your product or service that makes it incapable of being resisted. What is it about your product or service

that is extremely tempting or enticing?

If you can't find these benefits in the product or service that you are presently promoting, then drop it and find one that does. Don't waste your time on a product or service that does not meet the qualification for Persuasive Copy.

Why not CREATE your OWN product or service? You can create the Ultimate product that would contain all of the benefits of the Persuasive Copy definition. An Info product or a service that you are already familiar with or have some degree of expertise. With your OWN product you are in control. Sculpture it to fit the attributes of Persuasive Copy.

Here's a tip on how you can learn how to write Persuasive Copy. Business Opportunity magazines are good sources of Persuasive Copy materials. Seek them out and read them several times a week. Reading persuasive copy will train your mind to write irresistible copy. To reinforce this action you should also copy the material out in your own handwriting. Sounds like hard work but the rewards can be overwhelming. Set aside a little time each week to teach your mind how to write Persuasive Copy.

Killer Copy or Persuasive Copy, you decide. Start now to dedicate a majority of your Internet marketing time to learning how to create this Ultimate weapon. Now that you know what it's all about use this information to create copy that NO ONE can resist.

Chuck Crawley is editor of the ADSTPLC Newsletter and Webmaster of the KILLER ADS SITE. Writing Persuasive Copy is a art that you can easily possess with the right learning tools. Here are a few powerful writing tools that will get you there. <http://unionez.net/adsezine/Killertools.html?Art>



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