

Excite Me, Tease Me, Make Me Want to.....CLICK!

This Free E-Book is brought to you by Natural-Aging.com.



Excite Me, Tease Me, Make Me Want to.....CLICK!

By Merle

Excite Me, Tease Me, Make Me Want to.....CLICK! by Merle

Banners are a necessity for anyone doing business online. Sooner or later you'll want to do some banner advertising or simply swap with another site, so you'll want to make sure you have a few to choose from when that time comes.

There are "standard" sizes for banners, and you need to make sure you adhere to those standards before creating them. The most popular size by far is 468X60. Some of the others are:

234X60 Half Banner
120X240 Vertical Banner

Popular button sizes are:
120X60 and 125X125 and a micro size of 88X31

You'll want to make a few in a variety of sizes so you already have the right size for the job at hand.

So what do you need to include on your banner? There are a variety of things you can do when designing to ensure clickability.

- 1) Use the actual words "click here" somewhere on the banner as a call to action.
- 2) Use some form of animation- Movement catches the eye

Excite Me, Tease Me, Make Me Want to.....CLICK!

3) Make sure your banner loads quickly by keeping the size down to no more than 10K if possible.

4) Offer Something Free

5) Tell them just enough to pique their curiosity so they'll want to click and learn more.

6) Studies have shown these colors work the best Orange, Green, Red, Blue, Black and Purple.

7) Create a sense of urgency by stating something like "Last Chance," or "Limited Time Offer."

So you've taken all this into consideration and you're thinking to yourself, "I can't even draw a stick figure – how am I going to design a banner?" Have no fear, there are many resources online that will help you make banners quickly and easily.

<http://www.Addesigner.com>

I love this one and have used it many times. Make all you like free. You'll have to register first to get a password.

<http://www.Animation.com>

Here you can make some free or choose from a higher end variety for cash.

<http://www.QuickBanner.com>

Click on a banner you like and add your text

<http://Crecon.com/Banners.html>

Use the online generator or download the free templates to make your own.

<http://www.Customotion.com/>

Make Really cool Flash banners here. Choose a template type in your text and download it.

If you're handy with PhotoShop or any other graphics program you may want to download some free banners and modify them to your liking. Try this:

Excite Me, Tease Me, Make Me Want to.....CLICK!

<http://katecreates.com/freebann.shtml>

Remember, banners today are a dime a dozen so you need to put forth that extra effort to get people to click. You don't need to be a graphics designer to create your own banners. By using the many free resources that are available to you online you'll have a storehouse of exciting banners next time the need arises.

Merle <http://www.EzineAdAuction.com>"Where some of the BEST Deals in Ezine Advertising are Made"Buy & Sell Ezine Ads in a live auction setting!Publishers sell off your excess inventory and Buyerspick up some Fantastic bargains. Go now!

Don't Blame the Messenger

By Bob Osgoodby

Don't Blame the Messenger by Bob Osgoodby

I recently had a call from a fellow in Scotland and taking into account the time difference, it was about 2PM there. He called to complain that the ad he placed with us two weeks ago, hadn't produced any leads. While he was venting, I looked up the ad he had submitted.

He was in an affiliate program, and they provide a personalized web site, which not only gives information about the program, but also tracks the leads. He didn't include the web site in his ad, and his only method of contact was by email. The ad he originally submitted was full of spelling mistakes and grammatical errors, which we had cleaned up prior to posting.

As he slurred his way through the conversation, I realized that he probably had a very long liquid lunch, and when I tried to explain what he needed to do, he called me a "con artist" and hung up.

Now is this to be expected if you provide web space, or run an ezine which allows advertising? Not usually, but as in real life, there are people like this on the web. Ad space in an ezine or on a web site, is just that – space, and the web has no magic. If you write a bad ad, you will not get responses. The same ad in a print publication, such as a newspaper or magazine, would yield the same results. You can't blame the messenger, in

this case the space provider, if your ad doesn't produce.

Many people have fantastic results with this type of advertising, and they all have a few things in common. They are selling a quality product at a reasonable price, and have taken the time to develop a good ad. They also realize that the only purpose of the ad is to get someone to request more information. They all have a web site that gives complete details, and where they make the actual sale.

Just having a quality product or program at a reasonable price is not the only thing you need. You must advertise it in an intelligent manner. The ad you place is referred to as the "tease". If this is done properly, it gets you to the next step in the sales process, and that is the "education" stage. People want information about the product or service they are about to

buy.

When people get to your web site, or ask for further information, it is because they are interested. This is the case where "more is better". The more information you can give them, the greater the chances you have of making a sale.

A very common mistake is to confuse the "tease" with the "education stage". If the web site gives little or no information, it is in effect just another "tease". You can't expect people to buy if you do this. You must provide solid information on how they will benefit from your offer. Others mix up the "education" stage with the "tease", and try to give too much information in their ad. Neither approach will produce good results.

The final stage in this process is referred to as the "close", or the "call for action". This is where you give the person a reason for becoming your customer. This can take various forms, but every good ad campaign has one.

All of these elements from the "tease" to the "close" must be in place if you hope to be successful in your internet marketing. Miss anyone one of them and you will join the ranks of the "also rans".

If your ad doesn't produce, examine each of the three stages to see if it would get you to buy. Have a disinterested person

Excite Me, Tease Me, Make Me Want to.....CLICK!

look at your sales effort. Sometimes you might get so close to the process, you can't honestly evaluate what you're trying to accomplish.

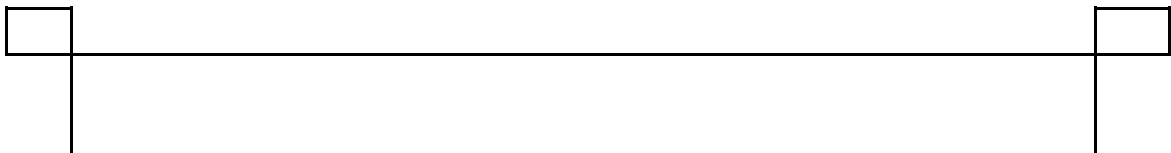
You must of course get ad space that is reasonably targeted to your potential market. The ad for your product should appear in places that your target market will visit. Don't forget that it might take 5 to 7 exposures to your ad before someone bites. Don't be discouraged if immediate results are not forthcoming.

Above all, don't blame the messenger – that is simply a copout. They did their part by making the space available and disseminating it to their subscribers – did you do yours?

Bob publishes the free weekly "Your Business" Newsletter Visit his Web Site at <http://adv-marketing.com/business> to subscribe. As a bonus, get 40,000 FREE E-Books from Larry Dotson, when you visit <http://www.ldpublishing.com>



This Free E-Book has been brought to you by Natural-Aging.com.



Excite Me, Tease Me, Make Me Want to.....CLICK!

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

