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

**By Carla Lendor**

For all of us involved in advertising the challenge of producing that one piece of copywriting magic

that sends our sales soaring is never far from our minds. Face it, copywriting is not all about aesthetically pleasing language, it is about sales. The most aesthetically pleasing copywriting is not necessarily the most persuasive that will produce the greatest sales. More often than not, simple language is what produces the most sales. This, in no way implies that you should abandon your artistic abilities when writing your ad copy.

Great copywriting demands discipline, imagination, creativity and hard work. You will not become a great copywriter overnight. Even for the best of us, it takes time to master the skill of ad copywriting. With hard work, dedication and purpose you will be able to acquire the techniques that will have you producing great ad copy.

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

**Wrong or Misleading Information**

There is nothing worse than an ad copy that misrepresents its products or services. The only person it hurts is you. Yes, you make a few quick bucks but misleading information will eventually destroy your credibility.

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

**No call to action**

Many times we are guilty of producing great ad copy but omit the call to action. You must tell your readers exactly you expect of them, whether to sign up to your mailing list or buy your product. The call for action is what turns visitors into customers.

**Solution:** State precisely what action you want from your readers

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### Sexist language

Sexist or gender specific language can be offensive to people and will only serve to alienate your readers.

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

### Alienation of Readers

Your audience should always be the primary focus of copywriting and thus your writing style should reflect that of your audience. Unnecessary words and phrases will confuse your audience and take the punch out of your ad copy.

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

your copy is concise. Don't speak over the heads of your readers or try to impress them with words and phrases they do not understand.

### Emotionless Language

Emotion is the central nervous system of copywriting. People buy on emotion not words. Bland copy does not appeal to the emotion of your readers. To write emotionally charged copy that creates an attachment between your readers and products you must first understand your customers needs, moods, personality and desires.

Solution: You must try to understand what motivates them into buying your product. Get to know your customers and understand what motivates them into buying your product. Appeal to the emotions of your readers. Emphasise with your customers.

If you keep those tips in mind when preparing your ad copy, you will see significant improvements in your copywriting.

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## **A Professional Copywriter Can Help You Avoid These Seven Common Marketing Pitfalls**

**By Heather Robson**

Small business owners often make the mistake of believing that they can get by writing their own copy for their marketing materials. Even big corporations sometimes fall into this trap believing they can be just as effective handling copy development in house.

While it's true that you can produce passable copy this way, you often are missing out on better results—results that a copywriting professional can bring to your marketing efforts. And settling for lesser results means your business isn't doing as well as it could, and its marketing materials are not providing the return on investment that they should.

The main concern that business owners and marketing directors alike have about hiring a professional copywriter is cost. They fear that the cost will be prohibitive. But in most cases the copywriter's fees are minimal compared to the overall cost of the marketing campaign. And good copy can improve the success of the campaign by up to 34%.

The reason a professional copywriter can make such a difference to a marketing campaign is not only that they know how to write persuasively...they also know what common mistakes to avoid. If you're trying to get by using copy written by somebody whose main focus is not copywriting, your marketing materials could be suffering from one of these common traps.

### **1. Me-Centered Copy**

It's so easy when you're selling a product or service to focus on that product or service. It seems like a no-brainer. But the truth is doing so can kill your response rate. Professional copywriters know to avoid this me-centered mentality and focus on the prospect instead. This shift alone is enough to make a sharp improvement in any marketing campaign.

### **2. No Call to Action**

So many marketing pieces do a great job of getting the prospects attention. They draw them in, convince them of the product or service's merit...and just when the prospect is ready to buy, they drop the ball, and forget to tell the prospect what to do next. A call to action is a simple, but often overlooked, way to build response rate...and it's something that every copywriter worth his (or her) salt will include.

### **3. Selling Features**

This common marketing trap is similar to the Me-Centered copy trap. Instead of figuring out what the prospect wants to know about your product (why they need it, how it will help them), it's so easy to just tell them what you know about the product. A professional copywriter will avoid this trap and focus on a product's benefits, not features.

### **4. No Testimonials**

If your copy doesn't include powerful testimonials, your marketing efforts are missing out on one of

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their most powerful tools. A professional copywriter will always ask about testimonials. If you don't have them, they'll offer some tips for collecting them.

### 5. Where's Your Target?

One of the most common copywriting errors is overlooking the target market. In an effort not to exclude anyone, the copy doesn't appeal to the people it's really meant for. If your copy doesn't immediately grab (and hold) the attention of those your product or service is meant for, a professional copywriter can help your response rate.

### 6. What's Your USP?

Your Unique Selling Proposition. What sets you apart from the competition. And ultimately why someone buys from you. A professional copywriter will want to know what it is or will help you determine it. And they will use it to make your marketing copy stronger.

### 7. Don't generalize.

A professional copywriter will spend time researching the market and issues of interest related to your product. They'll always be specific with the information they convey, adding intrigue and credibility to your every marketing piece.

These are just some of the most common pitfalls that a professional copywriter can help you avoid. By enlisting the services of a professional, you can improve your marketing efforts through a better response rate and an increased return on investment.

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The "No META Tags, #1 Listing" Formula For High Search Engine Rankings

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