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**Five Ways To Super-Charge Your Ads**

**By Raymond Johnston Jr**

Five Ways To Super-Charge Your Ads by Raymond Johnston Jr

You have decided to try your hand at running a business in the Internet Marketing world. Lesson number one is Learn to Super-Charge your advertising.

You can have the greatest product in the world, but if you can't get anyone to your website, your business will get quite lonely.

I am going to tell you five ways to get your advertising on the road to being Super-Charged.

1. Research

Research your product – What problem does your product or service address? Look for all of the benefits that your product or service provides. Make a list of each benefit that you come up with.

Research your competitors – You need to know how your product or service stacks up against the competition. Look at their prices, the benefits they are pushing, what kind of advertising are they doing? The more you know about the competition, the better off you will be.

Research other successful ads – Look around and see what kind of ads are successful. Look on TV, listen to the radio and check out the print mediums as well. Look for ads that generate your curiosity or seem to attract your attention. What do these ads have in common or what about them catches your eye.

Research is very important for ad writing

and yet most will not spend any time on this most important step.

### 2. Write Great Headlines

If you want to be successful, you need to learn to write great headlines.

The headline is your chance to get the customers attention. I look through hundreds of ads each day. I only read a few. I read nothing but headlines and if you can't pull me in with that, well you just have another ad among thousands.

How do I write great headlines? I am not a writer you say. This is where step one becomes such an important part of your ad writing.

You made a list of all of the benefits. Now write a different headline using each benefit. How many you ask? Well I would recommend anywhere from 25 to 50. Why so many you ask? You want as many choices as possible, plus this will make the actual writing of your ad a breeze. More on that later.

Now that you have a list of headlines, start eliminating them one by one until you get down to the best two or three.

### 3. Write Magnetic Ads

When the customer starts reading your ad, half the battle is won. You now have the customer's attention. You don't want to lose it.

This is actually the easy part. You want to make the customer curious enough to click through to your website or sales page.

Look at all of the headlines that you have discarded. You should be able to find plenty of ideas that will make the customer's life easier.

Tell the customer what your product or service will do for them.

\*Can you save them time?

This product will save you five hours a week.

\*Can you make their website pull more visitors?

This product will help you pull 28% more visitors.

Tell the customer how you can make their life easier and you will get a nice percentage of visitors.

Be specific with your statements.

Notice how I used 5 hours and not, a few hours a week.

Also, using an exact percentage such as 28%, is much better than rounding it off to 30%.

A specific type statement is much more

believable than a generic one.

#### 4. Test your Headlines

You should now test your headlines to see which one pulls the best.

The number of headlines that you test will depend on what size budget you are working with.

I am going to use an example of how I test two different headlines. You can use the same principles to check as many as you choose.

This is one way that I test my headlines. There are many ways to test. Use your imagination and the ways are unlimited. This is a nice simple one.

I now have my ad copy finished and I will use the same ad copy with both headlines.

I choose a couple of ezines within my budget and buy a couple of some type Sponsor Ad. I personally prefer to use the Top Sponsor spot. It attracts more attention and not only gives me truer results but also usually gives me more sales as well.

The first week I run my ad with Headline A in ezine number 1 and Headline B in ezine number 2. The second week, I switch the ads to the other ezine.

With the ads running for a full week in each ezine, I have pretty good numbers to check for results.

You now know which headline pulls the best, so it's time to start your ad campaign.

### 5. Advertising Campaign Deluxe

At this point, most of the work is done, but not quite.

The two most popular places to advertise are Solo Ads in ezines and the Pay-Per-Click search engines.

I personally prefer to use Solo Ads as my primary method of advertising. With a little research, you can find some of the better ezines to advertise in.

I personally like to subscribe to the ezine and check it out. You want to find ezines that have valuable information. If the ezine provides good content, the subscribers are usually reading and if they are reading, you have a great audience for your ad.

The second choice is Pay-Per-Click search engines. They can be a very valuable tool when used correctly but

they can also cost you a big chunk of money quickly if you are not skilled at using them.

I would recommend that you use Solo Ads until you are sure that your sales page or website are accomplishing what you wish.

Getting a successful ad campaign off the ground takes a lot of time and effort. Most are not willing to pay the price for success. Take the time to make your campaign successful by Super-Charging your ads.

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## **Do All ROIbot Ads Look Alike To You? ....**

**By John Evans**

Do All ROIbot Ads Look Alike To You? .... by John Evans

"Do All ROIbot Ads Look Alike To You? ....

They Aren't, And Here's Why!"

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ROIbot Ads Are NOT Created Equal!

Why not? Because they're all Different.

When reading ezine ads, how many times have you passed up an ad just because it had a 'ROIbot.com' web address?

Did you think "it's just another of the same?" Or maybe think it was always from the same merchant?

Believe me, they're not the same. Here's why:

The ROIbot system lets you 'code' your ads, so when your ROIbot URL is clicked on, you know which ezine ad your visitors clicked on. It's just a great way to know which ezines are 'pulling' for you, and which ads are the most effective. "No Guess Work."

And it's such a simple process.

Here's how it works:

After you sign up, you'll have a username and password.

The username will be one they give you. You can then log in to their site, and build your own "ad campaign."

Here's an example:

Suppose you have a web page selling a 'Super-Duper Plan A', and your own web page for it is 'www.mysite.com/super'.

This is the URL you want visitors to come to.

So, you go into your ROIbot Campaign Management page to set it up. In the first window, you type in an abbreviation for the ezine and/or ad you want to use. We'll use "All-In One Ezine" as an example, and abbreviate it 'allin'.

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In the next window, type in the URL you want people to go to. In our example, it would be 'http://www.mysite.com/super'.

In the third window, you can put a brief explanation of what you're tracking, such as "Super ad in All-In One Ezine." Now, just click Submit, and in a couple of seconds that screen will be refreshed, and now, in the last window will be the ROIbot code you will use in your ads. The code will look something like this:  
[http://www.roibot.com/w.cgi?R0000\\_allin](http://www.roibot.com/w.cgi?R0000_allin).

The 'R0000' is your ID for ROIbot (in this example only), and the '0000' will be replaced by an ID number they give you. When someone sees your ad, with this ROIbot URL, and clicks on it, two things will happen. First, they will be taken right to your page that this URL pointed to in your Campaign Management setup (<http://www.mysite.com/super>).

Second, you can now go to your "Generate Campaign Reports" page, and see how many have clicked on this URL, and which ezine and/or ad it came from.

I told you it was simple!....

Here's something else that's great about this program. If you advertise in 20 different ezines, you can set up 20 different ROIbot URLs, and track them all at the same time! Now you don't have to guess which ad or which ezine is pulling for you....ROIbot will tell you.

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<http://www.dailybiz.com/warriors.htm>

You can make money with the Secret Site. "A Site to behold."

You can use this article but please leave it intact.

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Writing articles is one real pleasure in my life. Have owned dailybiz.com for several years.



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