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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!

GLADE FOR YOUR ADS

By Sharon Dalton Williams

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You wake up one morning and your spouse says, "Good morning, Dear. The sun is out. I hope you have a nice day. Call me." Then your spouse leaves for the day. Your heart is warm and fuzzy because you were wished a nice day, and you smile because you received an invitation to call.

The next day your spouse says, "Good morning, Dear. The sun is out. I hope you have a nice day. Call me." You think it's odd that the same words are repeated, but you shrug it off and go about your business, still feeling a little warm and fuzzy at the sentiment.

By day 30 of hearing, "Good morning, Dear . . ." you'd be very annoyed that those are the only words your spouse could say. You would want to hear something different. You'd want a conversation with a real person.

By day 45, you'd be tuning your spouse out altogether. You wouldn't hear a word that was being said because you've got it memorized.

How long do you think your relationship would last?

I subscribe to a number of ezines. When they arrive, I scan them for important messages from the editors. Then I print them off because I can't read well on the screen. This lets me read them later, as I can, when I am not near my computer.

OK. I'll admit it – I'm about 6 weeks behind in my ezine reading. But I'm still reading each and every one. I was trying to catch up a little on my ezine reading this past weekend when I noticed something

interesting.

I'm pretty familiar with the ads of my loyal subscribers because I process them all as I put my ezine issues together. When I was reading through my backlog of ezines, I recognized a number of ads because these ads are the same ones my subscribers are still using – 6 weeks later!

Just like you wouldn't like to hear the same words from your spouse over and over, neither do your customers or potential customers want to see your same ad over and over. When they do, after awhile, they tune it out altogether because they've read it so many times.

If you are using the exact same ad you were using weeks or months ago, then I strongly suggest you consider using a freshener on your ads.

1) Take a look at your product or service with fresh eyes. Make believe you've never seen it before. What stands out to you about the product or service?

2) Spend some time listing every word and phrase that pops into your mind to describe the features and benefits of your product or service. At this point, nothing is too silly or outlandish. Your personality is going to shine through. Don't be scared. That's OK.

3) After you've developed your list, begin narrowing it down to those words and phrases that are feasible to use in your ad copy.

4) Use this second list to find your Unique Selling Position (USP). Identify those words and phrases that will give a unique twist to your ad copy.

5) Using these identified words and phrases, update your website, your sales letters, and your ad copy. You may have a long enough list from Step 4 to freshen your ad copy several times before using up all the words and phrases.

6) When you've depleted all the words and phrases on your list, go back to Step 1 and start over.

Follow these steps, and it will be like using the air freshener Glade on your ads. This will keep your ads fresh, interesting, and clickable. After all, isn't that the point?

Sharon Dalton Williams is a Christian freelance writer whose goal is to change the world one word at a

time. Subscribe to her weekly column, *From Sharon's Pen,* at <http://www.sharondaltonwilliams.com>.

Your Ads: If They Ain't Broke Dont Fix–Em

By Robert Wardrick

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The talk in online business circles is "Marketing with Classified Ads."

I for one try not to re–invent the wheel, but rather learn from the experiences of others.

—First Things First—

Creating and Implementing Ads

One of the best ways to write effective "Ad Copy" is to read ads by competitors. What is it that grabs your attention:

- The Headline?
- The Body?
- The Closing P.S. Etc?

Does your Headline convey benefits?

- * Improve health
- * Increase profits
- * More leisure time

Does your Body copy speak to your niche target?

+ Men? Women? Teens?

Does your Closing call–for–action?

^ Limited Time Offer

^ % Discount

^ Order Today!

Write your ads from several different angles then choose the best one. Before implementing your campaign on a full scale, test market your ads in one or two places. If the ads are starting to pull responses then go for it.

---To Change to Not To Change---

Marketing is time-sensitive, you may grow tired of your ads sooner than your prospects. Check out the classified ads in some of the major print publications. You will see many of the same ads for months, these ads don't come cheap so they must be working to pay for themselves.

On or offline the principles are the same, If They Ain't Broke Don't Fix-Em.

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