

Get 'em Clicking with Good Ad Copy!

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**Get 'em Clicking with Good Ad Copy!**

**By Linda Offenheiser**

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Never mind if you haven't had good response from your ads in the past. That doesn't matter. You can learn how to write an ad that will have people clicking their little fingers off! I'm going to teach you how to do that right now.

We all know how important the headline is. We also know it's the hardest part of the ad to write. So we're going to leave that until last. Know why? Because you can spend so much time creating the perfect headline that you never get to the ad itself. Besides that, if we leave it until last we'll be writing a headline that goes with the ad, not an ad that goes with a headline.

Okay, so what's our first step going to be then? We're going to define our ideal customer, get inside her skin and find out who she is, what she's looking for, what she wants. This is very important because if we don't have this information, who are we going to write our ad to? Are we just going to send it out into cyberspace with no destination in mind? Not if we want response we aren't.

Now that we know who we're directing our ad to, the second step is to list all the ways our ideal customer will benefit from the program, product or service that we're promoting. Notice I referred to benefits, not features.

The Focus is on Benefits . . .

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There is a big and important difference here. Benefits tell people "what's in it for them". Benefits tell them what they will gain from your product. Features, on the other hand, are things that describe your product.

For example, let's pretend that you're promoting cell phones. A feature of the cell phone is that it has an extra long-lasting battery. A benefit of the phone is that the purchaser can talk longer with her pals without having to worry about the phone dying.

Another feature might be the unique design. The corresponding benefit would then be that, not only can you

talk longer, you're more comfortable while you're talking. Benefits are things that appeal to the emotions and that's usually what makes a person buy.

Okay, now we know we have our list of benefits. Next, we're going to choose which benefits to focus on. If we're writing a small classified or ezine ad we'll choose only one benefit and concentrate on that. With longer solo ads we could choose several benefits. We're going to write an ezine ad today but the same guidelines apply to any ad you need to write.

Write like you talk . . .

If we want our ad to be interesting we need to write in terms that everyone can understand. Leave all the \$50 words in the dictionary and just use a conversational tone. We aren't writing the ad to impress people with our vocabulary; we're writing it to appeal to their emotions. A stiff, formal tone isn't going to do that.

So . . . we're going to write like we were talking to a friend. We're going to use short, punchy sentences and omit any words that we don't positively need. Remember, we only have a few lines to convince our ideal customer that she wants to click on our link and learn more. We have to choose our words carefully and make each one of them count!

Don't use an ad to sell your product . . .

The purpose of the ad is just to get our ideal customer to our site. We aren't trying to sell her on our product ~ that's the

job of the sales page. We're simply putting her in a "buying" frame of mind. We're creating interest and leaving her wanting to find out more about our product. That is the sole purpose of our ad.

Just start writing . . .

Now we're ready to start writing. The best way to do that is just to start writing without thought of how it's going to sound, spelling, punctuation or any of that stuff. We're just going to write down what comes into our minds. Okay, ready?

We might end up with something like this:

If you want to talk all night with your best friend, you don't want to worry about the battery on your cell phone dying. You want to know that you aren't going to miss all the juicy details of her dinner date with a new guy. You want the confidence

that you won't lose your connection in the middle of her story. That won't be a problem with the new XYZ cell phone. Check it out here and see how it meets your needs.

Go back and polish it . . .

That isn't a bad start. Now we have something to work with. We're going to pare this down, punch it up, polish it and see what we have.

Don't you just hate it? Right in the best part of the story your cell phone dies. Now you won't have to worry about that happening ever again. Now you know you'll decide when the story ends, not your cell phone. Find out more today.

Well, that isn't too bad but we still have to cut it down more and liven it up some.

Don't you just hate it? She was going to tell you . . . and your cell phone died! Don't put up with it! If you want to hear the end of the story every time — find out more now!  
<http://www.xyzphone.com>

Can you see the difference? The sentences are short and snappy. We've created interest. We've told her we're going to solve a problem for her but we haven't told her so

much that she doesn't have to visit the site to know what we're all about.

I've simplified this a little. Sometimes you have to write and rewrite a few times before you have exactly what you want. It may take a little time but the end product will be worth it. You'll have an ad that will make people want to click on your link and learn more about your product. They arrive at your site already thinking you can solve an annoying problem for them. Your ad has done it's job.

And finally . . .

Okay, it's now time to go back and find a headline for this piece of art! Can you see that it's easier to create a headline now than it might have been at the beginning? And . . . the content of your ad is finished so that takes some of the stress away.

Try out a few different headlines and choose the one that you believe to be the most magnetic. Put yourself in your ideal customer's shoes and imagine what would appeal to her the most. You get the idea, don't you?

Let's just pretend that we've made our list of possible headlines. We want one that is short, catchy and fits our ad. How about this one? "It was just getting good when ... or "Don't miss the best part!" Then there's "Hang up when YOU'RE Ready!" Now you have lots to choose from and once you make your final choice you're finished. Or, are you?

Always, always, always proofread your copy . . .

There is nothing that will ruin the impact of an ad quicker than errors in spelling, punctuation or grammar. You have to find all of the errors and typos before you send that ad out! Don't just rely on spell check either. If you misspell a word it won't be caught if the misspelling is actually a word – even though it wasn't the word you wanted to use. For example, maybe you typed "hear" when you meant to use "here" – it won't be caught! Go over those ads with a fine-tooth comb or, better yet, have someone else read them too.

There you have it . . .

Now you know how to write copy that works. You can apply everything you've learned here (and hopefully if was a lot) to any ad you write. And don't worry, as with any skill, it gets easier with practice.

Just one word of warning . . .

Please do yourself and your business a favor and become familiar with the FTC guidelines for advertising on the Internet. Make sure you know them and that you follow them. You can't afford not to! Keep your ads and your web pages honest, cut out the hype and half-truths ~ if you don't, you may not have a business to promote!

Now go out there and knock 'em dead! I'm expecting great things from you!

Linda Offenheiser is the owner of Stress-Free Copy where sales copy comes alive! Always the right words with no stress, no hassle, no time wasted. She also publishes a weekly marketing ezine, All the Write Stuff!, that's informative, friendly and fun! You can visit her at <http://www.stress-freecopy.com> or subscribe at <http://www.stress-freecopy.com/subscribe.htm>

## **How To Test The Body Of Your Sales Copy For Weaknesses**

**By Rich Hamilton, Jr**

Your sales copy is the life source of your business. If your sales copy isn't pulling in a decent conservation rate, then your business is suffering.

In this article, we are going to go over an effective way to test the body of your sales copy for weaknesses. If there are any, you will be able to pinpoint exactly where they are. Once you are able to identify the weaknesses in the body of your sales copy, then you will know where to make the necessary improvements and workout the weak areas of your sales copy.

### **How It Works**

The only way to know if the body of your sales copy is weak is to test it. The conventional way of testing your sales copy is to have multiple copies and test them individually, or you can use software like split hit, which will divide your traffic up and send it to multiple sale copies at once.

Eventually you will be able to determine which sales copy pulls more, but you won't know exactly where the weaknesses are in your other sales copies. Especially, if you have a long sales copy. Moreover, conventional ways of testing your sales copy will not identify where the weakness actually is, until now.

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A good sales copy will have several links throughout the body of it, to display examples and ordering purposes. Since the links are already in the body of your sales copy, you can take advantage of them by tracking all of the links. Why? By tracking the links you will know what your visitors are clicking on and what they're not. By using this technique you will know precisely where your weak spots are, so all you'll have to do is tweak them.

### Applying It To The Body Of Your Sales Copy

Applying this technique to the body of your sales copy is very simple, but first you will need to have a dependable tracking system. If you do not have a dependable tracking system, then I recommend that you use Adtrackz. Once you have a dependable tracking system, then you want to track every link on your sales copy. You want to have your links set up in a numerical order, such as, link 1, link 2, link 3, etc. That way you have your links set up in an organized fashion, making them easier to recognize.

If you don't have this technique set up correctly, it won't do you any good, that's why your links need to be in numerical order. Let me give you an example, let's say that you are receiving clicks on your links in the body of your sales copy up to link 4. Then, all you have to do is tweak your sales copy after link 4, because you already know you had your visitor's attention up to link 4. In this case, you know what your weakness is and that is after link 3, because your visitors haven't been clicking on link 4. So, link 4 is the best place to start making some improvements and test it again.

Let me give you another example, so that you can clearly understand this technique. Going back to the

previous example, let's say your visitors were not clicking on link 4, but were clicking on links 5 & 6. In this case, if the number of clicks on link 3 are equal or close to the number of clicks on links 5 & 6, then you will find that the weakness will be after link 6. If you are wondering why your visitors are not clicking through link 4 it is, because the link may not be captivating enough for them.

If you find that your visitors are not clicking on your first few links, then it's safe to assume one of two things. One is, your headline, sub-headline, and/or opening statement may be weak. You probably haven't grabbed your visitor's attention or established their interest enough by compelling them to read on. The other is, the traffic going to your web site is untargeted, therefore, you should concentrate on generating traffic that is more targeted.

### Test And Repeat The Process

Once you are able to identify where the weakness is, then all you have to do is tweak it and test it. Testing is the only way to know if the changes you have made have increased or decreased your visitors clicking patterns. In other words, did your visitors clicking patterns increase by surpassing the previous link number they have been clicking on, or did the click throughs decrease because the traffic didn't click through beyond the previous link number.

After you are able to determine that the changes you have made have either increased or decreased the clicking patterns of your visitors. You will need to repeat the complete process until you have a strong click through rate through the entire body of your sales copy.

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Rich Hamilton, Jr is the CEO/President of

and the Author of Inside

Internet Marketing. His book will show you how to ignite your sales by unlocking the absolute truth to internet marketing and how you can aggressively promote your web site without paying a cent for advertising.

How To Test The Body Of Your Sales Copy For Weaknesses

10 Incredible Ways To Close A Sale!

Winning the Traffic Exchange Game

Back to the copywriting basics

Ways To Improve Your Ad Copy

ScrollPops

HTML Encryptor Software

eZy Auto Hitz

QuickSite – Put an end to slow loading pages

Click Magnet Software



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