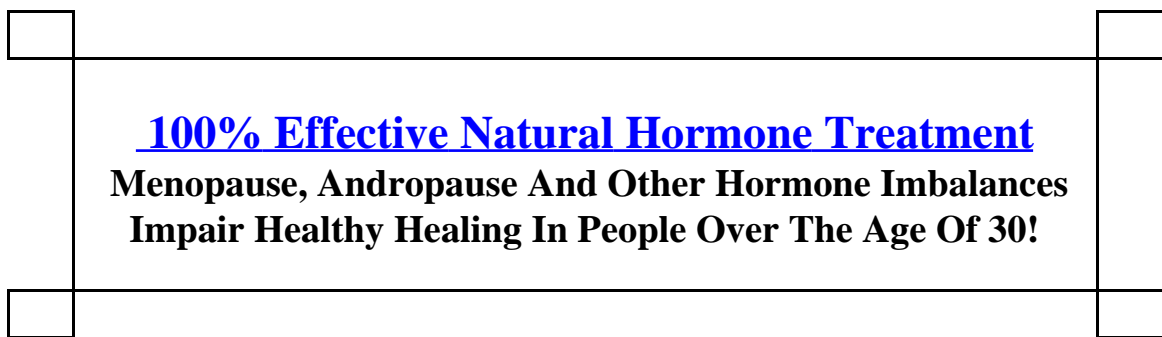


This Free E-Book is brought to you by Natural-Aging.com.



HOW TO INCREASE THE RESPONSE YOU GET FROM YOUR LEAD GENERATING ADS

By Bob Leduc

HOW TO INCREASE THE RESPONSE YOU GET FROM YOUR LEAD GENERATING ADS by

Bob Leduc

I received two postcards in the mail yesterday. One was cluttered with so much small text I had difficulty trying to read it. I gave up and trashed it.

The second postcard had a total of 48 words on it including a website address listed on the bottom of the card. The card announced a new book on one of my favorite business topics. Part of one chapter was available to read free at the website listed on the card. I did... then ordered the book.

The person who sent that second postcard was using the classic 2 step selling process:

Step 1. Generate leads – in this case traffic to her website.

Step 2. Provide the requested information – in this case provided online at the website.

This two step process is proving to be just as effective online (Internet marketing) as it has been for many years in traditional marketing.

WHY USE 2 STEPS?

It's easier to generate leads than to sell products or services. You don't have to persuade anybody to spend money.

HOW TO INCREASE THE RESPONSE YOU GET FROM YOUR LEAD GENERATING ADS

Therefore you can use simple and inexpensive methods of advertising to generate leads. You can also build a list of prospects who don't buy now and use it for future follow up.

TIP: Always try to get the contact information from your prospects so you can communicate with them again in the future. Implement an automatic follow up procedure to periodically contact previous prospects who didn't buy. (This one procedure alone can increase your number of new customers by 50% or more.)

KEEP IT SIMPLE

The purpose of a lead generating ad or message is to generate a large number of inquiries. You're not selling your product or service (yet). You're selling the reader on the action of replying to your ad. The most effective message I've found for generating the maximum number of replies includes only 3 things.

1. State the biggest benefit offered by your product or service.
2. Include a compelling reason for readers to request more information NOW.
3. Provide a quick and easy way to respond.

Keep your message brief. Most short ads I develop produce more replies than longer versions of the same ad. For example, one of the most responsive ads I ever developed has only 14 words. The version used on the Internet read:

Discover How To Build ANY Small Business FAST! Offer ends soon. Free information. <mailto:address@domain.com>

The off-line version of this ad also included a phone number and postal address so prospects had 3 ways to request more information. I used it for classified ads in magazines and printed it on postcards and mailed them to targeted lists. Every version of the ad produced a large number of replies.

Many prospects responded out of curiosity. That was OK. I knew they were part of my targeted market and had a compelling need for what I was offering. I controlled that by circulating the ad where it would be seen only by prospects in my targeted market.

HOW TO INCREASE THE RESPONSE YOU GET FROM YOUR LEAD GENERATING ADS

Follow this model the next time you develop a lead generating ad or message. Place your ad where lots of prospects in your targeted market will see it. The number of leads it generates from seriously interested prospects will surprise you.

Bob Leduc retired from a 30 year career of recruiting sales personnel and developing sales leads. For more information... <mailto:BobLeduc@aol.com>. Phone: (702) 658-1707 (After 10 AM Pacific time) Or write: Bob Leduc, PO Box 33628, Las Vegas, NV 89133

"How To Make Your Headlines Sell"

By Trevor Levine

"How To Make Your Headlines Sell" by Trevor Levine

If you want to maximize your sales, then your ad copy must open up with a GREAT headline that declares:

"Here's The ****BIG**** Benefit You'll Get When You Read What's Below!"

It must GRAB your prospect's attention!

But it shouldn't sound the same as your competitors' ads. On the contrary, it should:

- Distinguish you from your competition...
- Be specific, not vague....
- Be believable

In short, your headline is the "advertisement" for everything that follows. If it doesn't tell your prospects WHY they should keep reading...

THEY WON'T!

In other words, many of the prospects who might have bought from you will move on, leaving you with

JUST A FRACTION OF THE RESPONSE YOU *SHOULD* BE GETTING!

According to a well-known study, the headline of a typical newspaper ad is read by 5 times as many people as the body of that same ad.

HOW TO INCREASE THE RESPONSE YOU GET FROM YOUR LEAD GENERATING ADS

This is why some copywriters spend as much time perfecting an ad's headline as they spend on the entire body of that ad. By simply improving your headline, you can:

INCREASE YOUR RESPONSE BY UP TO 500%! WANT PROOF?

A full page newspaper ad with the headline "2/3 Bank Financing On Silver And Gold" was generating \$50,000 in revenue for its advertiser.

However, when one of my colleagues re-wrote the headline

(leaving the body intact), revenue from this same ad exploded to \$250,000! That's a 500% increase! The new headline read:

"If Gold Is Selling For \$300 An Ounce, Send Us Just \$100 An Ounce, And We'll Send You All The Gold You Want. If Silver Is Selling For \$100 An Ounce, Send Us Just \$33 An Ounce, And We'll Send You All The Silver You Want."

THE INCREASE WAS ENTIRELY BECAUSE OF THE HEADLINE!

When your headlines and offers are truly compelling, they can open your doors to a WINDFALL of new business. There's no sense in settling for a lower response from your advertising dollars than you should be getting, is there?

Author Trevor Levine and his expert copywriters beat control letters for Corey Rudl, Mypoints, Aweber, and many others. If your copywriting budget is \$1,000+, visit them at www.marketingexperts.com for a free consultation.



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

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