

Have You Got Style?

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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!

Have You Got Style?

By Wild Bill Montgomery

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Writing Ad Copy with Style takes practice, patience and preparation.

I can't give you the practice or the patience, but I can help you to prepare!

Product Vocabulary List:

Start by building a "Product Vocabulary List". You may be asking yourself, "What the heck is a Product Vocabulary List?" Well, a Product Vocabulary, are actually the building blocks of your ad copy. When you are preparing to write new advertising copy, begin by creating a list, actually 4 separate lists.

Broken down, you should be compiling the following information that describes or relates to your product:

1. Nouns, Verbs, Adjectives and Synonyms.
2. Slang, Familiar Phrases, Cliches and Puns.
3. New Ideas and Ways to approach your product.
4. Product Facts (positive and negative).

Write down everything you can think of. Much of this material you will compile while creating, devising and defining your Advertising Strategies. Once you start using these lists in this manner on a regular basis, you'll wonder how you ever got by without them.

Themes

What's a theme? A theme is the "Punch Line" of your ad copy. Your theme could be conveyed by written, visual or oral means. It's how and where you want to go with your copy. You will most commonly notice Themes in banner advertising, but they are used in almost every form of Advertising. Most successful advertising campaigns have great themes. An advertising theme should focus on one point and be "catchy" or easy to remember. The theme will help you decide how you will get their attention and what thought they will leave

with. The key is to leave a thought embedded with them. Whether it's one word or a slogan, don't let them leave without planting that one thought in their mind.

When deciding upon the theme for your ad, start with one theme. Now examine it and re-examine it. Find as many different ways to use this theme as possible. Turn it inside out and upside down. Play with each new idea or variation of the original theme that you come up with. Enjoy it, have fun with it, but get it all down on paper. Do yourself a favor, write down everything!

Got Rhythm?

Rhythm, cadence or flow; It's all the same and you have to have it! Great ad copy is always simple. Use short simple sentences, "active" verbs, rhyme, puns or wordplay and positive attitude. Normally you should use only active verbs. Pay heed when using "passive" verbs in your ad copy. Rhymes, puns, double meanings and wordplays make for most memorable of ad copy, but remember, keep it simple. If they don't get it, you don't get it. Get it? Another example of good rhythm is "parallel sentence construction". Here is an old, but good use of parallel construction in a headline: The Quality Goes In, Before The Name Goes On! (Sound familiar?). It doesn't matter which approach you take, as long as the copy has rhythm and flows from one point to the next. Don't jump from point to point, move smoothly from one leading into the next.

I hope that this will help you write better ad copy and

remember "Do it with Style"!

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Choosing The Perfect Wedding Hair Style: Tips And Advice

By Melissa Burton

The same frustrations with hair that plague women in daily life often show up during wedding preparations. While you will begrudgingly accept a "bad hair day" every once in a while, you don't want to have such a day with your wedding hair style. You want everything to be perfect, right? Well, very few things about weddings or life for that matter are perfect. It is better to focus on how you can do your best. When it comes to your wedding hair style, there are some ways that you can attempt to make sure your wedding hair style doesn't turn into a "bad hair day."

If you purchase your wedding dress from a bridal shop, the consultants will undoubtedly show you accessories for your hair, such as a tiara, flowers, or headband that complement your dress. Wearing a headdress will influence your wedding hair style. You will need to inform your hairstylist if you intend to wear a headdress. The stylist will want to create a wedding hair style for you that not only accommodates a headdress, but that also stays in place when you remove the headdress.

In addition to what you are wearing, the wedding hair style you choose to wear on your wedding day should first reflect the style of wedding you are planning to create. Are you planning a formal or informal ceremony? A wedding hair style that is dramatic is appropriate for a formal wedding, while a hair style that is more playful and loose is appropriate for an informal ceremony held at a beach, for example.

Last minute decisions are common during wedding preparations. One thing you don't want to put at the end of your checklist is what wedding hair style you are going to wear. If you don't have a hair stylist, find one in advance of your wedding. You don't want a wedding hair style that is tacky and you definitely don't want a hair stylist who won't deliver a special wedding hair style. It is customary for brides and bridesmaids to block off four hours or more before the wedding ceremony to obtain their wedding hair style. Be sure your hairstylist can accommodate this or make other arrangements. It's a good idea to avoid having the bridesmaids take care of their own wedding hair style. Otherwise, the result could be everyone with a different wedding hair style.

Although your hairstylist can offer suggestions for your wedding hair style, it is a good idea to give them some idea of what you like. Browse popular bridal magazines and other magazines featuring various hairstyles until you find a wedding hair style that appeals to you.

Download our excellent discount wedding planning mini-course absolutely FREE at

<http://www.discountweddingguide.com/>

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