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Impair Healthy Healing In People Over The Age Of 30!

How To Create Successful Advertising Copy

By Bob Leduc

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Writing effective copy for ads, web pages, sales letters and other marketing communications isn't difficult when you know what works. After many years of trial and error I developed a checklist of 7 "rules" I follow to create successful advertising copy. These rules apply to writing copy for any type of marketing communication.

1. DEFINE THE GOAL OF YOUR MESSAGE

Define what you want your message to accomplish before you begin writing. Do you want to generate inquiries (leads)? Do you want to get orders? What action do you want readers to take? How do you want them to respond? Put your goal in writing and refer to it often as you develop your message. Everything you write should directly support this goal. Get rid of anything that doesn't.

2. KNOW YOUR AUDIENCE AND WHAT THEY WANT

Maybe everybody CAN use what you sell. But one targeted group WILL be most likely to buy it. You can discover that group by defining the characteristics of your best customers. Once you know your audience and what they want you can personalize your writing to appeal to their specific interests.

TIP: Advertising copy produces the biggest response when each reader can believe the message was written specifically for them. As you write, visualize you're writing to one

person instead of to a large group of people. This will help you write in a less formal and more personal style.

3. APPEAL TO THEIR SELF-INTEREST, NOT YOURS

Customers don't care about you, your product, your company, or your professional qualifications. They only care about the benefit they get from buying your product or service. The only thing a customer wants to know about your 1/2 inch drill is that it's guaranteed to give them a 1/2 inch hole. Keep your ad copy focused on the benefits you provide.

4. MAKE AN EMOTIONAL APPEAL, NOT A LOGICAL ONE

Your ad copy should dramatize the feeling your customers get while enjoying the benefits provided by your product or service. Get them emotionally involved so they want to start enjoying those benefits immediately. Use word pictures and real life stories to draw readers into your message.

5. DON'T GIVE THEM ANY CHOICES

You may spend a lot of time writing your sales message and getting it "just right". Unfortunately, your prospects will rush through it and make a fast decision. Don't slow them down with any choices. They'll be afraid of making the wrong choice and will protect themselves by making none. You'll lose sales.

EXCEPTION: Offer many different ways to respond to your ad or sales message. Customers already know whether phone, fax, online, etc. is more convenient for them. They're more likely to act immediately when their favorite way to respond is available.

6. MAKE YOUR BEST OFFER

The offer is the "deal" you're promoting (free information, special price, free bonus with order, etc.). It's the only reason people respond to your advertising copy. The stronger your offer the greater the response you'll get. Always include the best offer you can afford and a reason to act fast.

7. SIMPLIFY EVERYTHING

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Simple, clear copy is easy to read and understand. It propels your customer to the decision point with no hesitation. After you've written your copy, edit it for simplicity and clarity. Use lots of 1 and 2 syllable words. Shorten sentences and paragraphs. This is especially important for your web site where relief is just a click away.

Follow these 7 rules the next time you write new advertising copy. Use them as a checklist to evaluate your existing ads, web pages and sales letters. They're a proven formula you can use to maximize the response you get from all your marketing communications.

Bob Leduc is a Sales Consultant with 30 years experience in building successful businesses. Email: BobLeduc@aol.com Subject: "Postcards" Phone: 702-658-1707 after 10 AM Pacific Time/Las Vegas, NV

The Ad Writers Tip List

By Wild Bill Montgomery

The Ad Writers Tip List by /"Wild Bill/" Montgomery

Whether you are a seasoned copywriter or writing your first ad, you must understand and relate to "How People Think, Feel and Respond".

You must also know the common sense tips and tricks that will help you create killer ad copy.

Following is a list of key elements of writing successful ads:

- Appeal to the reader's emotions and instincts.
- Must convince even the most hardened skeptics.
- Overcome any objections the buyer may have.
- Use power words that literally force people to act.
<http://216.147.104.180/powerwords.shtml>
- Capture and keep the reader's interest.
- Appeal to the reader's ego and self-interest.

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- Show the facts and proof of your claims.
- Help the reader justify the purchase.
- Write copy that coincides with current attitudes in your target group.
- Motivate you reader to buy NOW.
- Use "special" benefits to make your product more attractive.
- Make your reader believe in you.
- Ad copy must relate and communicate like average people.
- Know what your target market really wants.
- Be able to easily lead into your back–end offers
- Emulate other successful (but not over used) ad copy structures.
- Make your product so attractive that your reader has no choice but to buy.
- Remember that your HEADLINE is the most important part of your ad.
- Write, re–write and re–write and re–write and re–write again...

These are the various techniques and rules of reason used by the professional copywriters to develop successful advertising campaigns.

I would like to impress upon you however, the importance of HEADLINES. No one will read the ad copy that you have spent countless hours researching and re–writing, if you don't grab their attention with a great Headline. It may take you dozens of tries before finding that one Headline that will have the Attention Pulling Power that you need to get your ad read.

"Wild Bill" Montgomery <http://www.MakingProfit.com> We've Featured Over 110 Articles in only one issue of our newsletter. How many do you get in yours? Why Play With Puppies, When The Big Dog Rules! Get The Best In Marketing & Business Information! To Subscribe go to or Email to



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