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How To Ethically Use A "Swipe File" For Your Ad Copy

By David Riewe

Did you ever wish you could afford to hire one of those professional copy writers who charge \$5000

or more to write a simple sales letter? Or worse, have you laid down your hard-earned cash for a self-proclaimed "professional" writer, and gotten back something your 3rd grader could have written?

If you spend countless hours staring at a blank page trying to come up with compelling ad copy for that "killer" sales letter (you know, the one that's going to make you rich beyond your wildest dreams?)...
STOP!

Why drive yourself nuts and give yourself a major headache trying to train yourself to be a professional copy writer overnight? Do what the gurus do... start a "swipe file."

That's an unfortunate name, swipe file. It sounds unethical. Please understand, I am NOT condoning plagiarism! But every so-called "internet marketing guru" openly admits to having a swipe file that they use when they need a little inspiration.

So what is a swipe file and how do you use it legally and ethically?

Basically, whenever you come across an ad or sales letter that makes you want to run and grab your wallet... stop and print out that copy first! Highlight or circle the parts of the ad that have you excited and eager to make a purchase. Then put it away in a folder or notebook. This is your swipe file.

Eventually, you'll accumulate quite a stack of great professional quality ads. Then, when you're staring at that blank page trying to compose your next ad campaign or sales letter, you can leaf through your swipe file and MODEL your ad copy after some of those ads... but DO NOT copy them word for word. Substitute your own words and put your own stamp on them. Mix and match different approaches from different ads.

Remember, this is meant to be inspirational, not criminal. NEVER out and out copy these ads. Just analyze how the ad is structured, what TYPES of words are used, and then create your own UNIQUE sales copy by emulating the successful advertising techniques from your swipe file.

How To Ethically Use A "Swipe File" For Your Ad Copy

The idea is to study copy writing techniques as you go. Eventually, you'll find you won't need to refer to your swipe file as often. Your blank pages won't stay blank for long because you'll have learned how to write killer ad copy of your own! You learn best by doing it. Then it becomes second nature.

Who knows? Maybe you'll get so good at writing sales copy that soon other people will be adding YOUR work to THEIR swipe files!

Discover how to Make Your Online Business An Outstanding Success with David Riewe's FREE ezine "The Ultimate Marketing Tips"

<http://www.riewe.com>

The Press Does Not Owe You Anything!

By David Hooper

The media makes a living by providing valuable news and information to its audience. Newspaper editors and TV's managing editors are bombarded every day with news releases from all over the world that they have to read, review, and consider for inclusion...consider for their readership.

Some musicians believe that if they write a press release that is newsworthy, that there is an obligation on the part of the newspaper to publish it. Not only is this not true, but this kind of attitude can be detrimental to obtaining the coverage that you want.

The media is not an extension of your marketing department. But, if you are fortunate and savvy enough to have information of value that their readers may be interested in, you will at least attract their attention. Editors are not ad sales people. They're journalists and they take pride in delivering unbiased coverage independent of outside influences.

That said, many "hometown" papers will accept a "trade" for an advertising commitment — they'll print your release if you buy their ads. Take advantage of this practice as much as you can, just be careful not to approach the legitimate press with any type of bartering proposal. It may destroy your chances of getting your releases accepted now and in the future.

You Must Generate Real News

Generating news and information that people and the press will be interested in is not as difficult as it may sound. All you have to do is ask the question, "What does my target audience care about?" Asking this question will help to focus your thoughts and ideas. Conducting some research on a specific topic or question will help you get the answer.

Another easy way to develop content for your press release is to create a "swipe file" of related news articles. A swipe file is collection of other people's creative work whether it's news articles, newspaper, and magazine ads or direct mailings. Use your swipe file for is to get your creative juices flowing. I call this method "creative inspiration."

How To Ethically Use A "Swipe File" For Your Ad Copy

Don't limit your swipe file to items related to your industry. Put any ad or direct mail piece in your swipe file that jumps out at you and catches your attention. Even if you just find words that you like, or an image that hits you -- put it in there. On the other hand,

Save the best pieces for your swipe file. You can also consider creating a "Stinker File" for all the really bad ads you see.

David Hooper is the founder of Kathode Ray Music, an artist development organization specializing in promotion and marketing of independent musicians and bands. Visit

<http://WWW.HOW-TO-READ-GUITAR-TABS.COM/>

for more tips and hints for musicians, bands, and

songwriters.



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