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**How To Write Better Ads That Pull More Response**

**By Joe Bingham**

How To Write Better Ads That Pull More Response by Joe Bingham

You've got approximately 0.5 seconds to get someone's attention with a classified ad.

That's not much time.

Now, while your high school English teacher may disagree, in this case, fragmentation is a good thing.

Whether it's genetic or learned behavior, the fact is, we don't READ ads, we skim them. So why bother with full sentences? Full sentences take up more room, don't leave any space, and place too many non-essential words.

Example: Bad AD

Use the \$Money Gate\$ to get into Dynamics 4 Success. Then, as you build a downline for the \$Money Gate\$ you earn the \$99 fee necessary to join Dynamics for Success which gives you access to the \$25000 reward program. Get benefactored into 100 Free memberships as part of joining \$Money Gate\$ Visit <http://signup.gotoo.com> and enter Tom Staley as your referring person.

The ad immediately looks BIG. Now, who wants to wade through all of that? Plus, with no space at all in the text, it makes it difficult to pick out the individual items about whatever the ad is talking about. Then, if you do happen to read a word or two here and there, if those words are 'as you build' or 'as part of', what does that tell you?

## Better Ad

The \$Money Gate\$ Pays Your Way Into Dynamics 4 Success

>>Earn Your \$99 Dynamics 4 Success Membership Fee  
>>Less Risk, Same Great Result -- D4S \$25000 Reward Prg.  
>>Benefactoring into 100 FREE Memberships  
>>Enter Tom Staley as Your Referrer  
<http://signup.gotoo.com>

Fragments are easier to read, and therefore more likely to be

read. At a glance, a reader can distinguish between the individual points made, and easily read through each benefit. Plus, any words that catch their attention will be of value.

This ad is more eye catching, easier to understand, and WILL have better response than ads that are an entire paragraph of text.

The Internet, and especially in marketing, is overloaded with information. To stand out, you simply can't try to provide all information in 5 lines, or even in 5 paragraphs. Start with the best highlights, and then lead into further detail after you have captured the reader's attention.

English teachers everywhere will be cringing, but the fact of the matter is fragmentation is a good thing on the Internet.

Joe Bingham, Editor of the NetPlay Newsletters<http://www.netplaynewsletters.com>. Check out the \$Money Gate\$ used as an example in the ads for this article. Easily EARN your way into the Dynamics 4 Success Program and the \$25,000 Reward Program. Check out Tom Staley's site at: <http://signup.gotoo.com>

## **Two Top Ways To Promote Your Business In Ezines**

**By Ken Hill**

Two Top Ways To Promote Your Business In Ezines by Ken Hill

If you'd like to increase your sales and profits, two of the best and most effective ways to advertise your business in ezines are to:

1. Place top sponsor ads.

## How To Write Better Ads That Pull More Response

These ads are typically placed at the very top of the ezine you purchase advertising ensuring that your ad will get noticed.

Many ezines also provide an archive of their past issues on their websites which means that you can continue to get exposure for your business even long after your ad is originally run.

When placing your ad, make sure to track your advertising so that you will know which ad copy you use that is most effective and which ezines pull in the best response for your offer.

Some companies that offer ad tracking services are:

1. <http://www.adminder.com>
2. <http://adtrackz.com>
3. <http://www.hypertracker.com>
4. <http://www.roibot.com>
5. <http://www.statcruncher.com>

Once you know by tracking your ad which ad copy and ezines pull in the best response, all you have to do is keep running your ad.

### 2. Place solo ads.

Placing solo ads can be a very effective way to generate more sales for your business.

The main reason placing a solo ad can be so effective is that your solo ad will not have any competition from any other advertiser.

Some ezines also give their subscribers the option of opting out of receiving solo ads which will provide an even more targeted audience for your offer.

When placing your solo ad, keep your ad copy short and try to come up with a good headline to draw people into reading your ad.

As with sponsor ads, make sure that you track how well your ad does so that once you know that placing a solo ad in a particular ezine brings in a good response you can continue to run your ad.

Article © 2002 by writer Ken Hill. Discover proven tips, techniques and strategies to successfully advertising your business in ezines. Get your FREE 6 part "Guide To Profitable Ezine Advertising" mini-course now at <mailto:freezinecourse@zipresponse.com>



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