

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

## How To Write Classified Ads That Make Money

By Dean Phillips

### How To Write Classified Ads That Make Money by Dean Phillips

If written correctly, classified ads can be a very effective way to make money and build your business. That's the key, they have to be written correctly. A poorly written classified ad will do nothing more than waste your hard-earned money!

In this article, I'm going show you the proper way to write a classified ad—the kind that Will make money!

Here's the secret: You MUST write every single classified ad using the following classic AIDA formula:

A=ATTENTION

I=INTEREST

D=DESIRE

A=ACTION

Let's break down each letter:

**A=ATTENTION:** The very first thing your classified ad must do is get the attention of the reader. The best way to do that is with an effective headline.

Because your classified ad will probably be competing with a sea of other classified ads, nothing is more important than your headline.

An effective headline will attract the reader's attention, and also target the audience for which it was intended.

## How To Write Classified Ads That Make Money

The best way to write good headlines is to ALWAYS answer that one question your reader wants to know: "What's in it for me?" Answer that question as clear and concise as possible and you will consistently write good headlines.

Here are some examples of good headlines: Collect Coins For Fun And Profit! Make \$50,000 Yearly Selling Books! How To Make Your Website More Profitable! How To Write Classified Ads That Make Money!

Notice how in the above examples, you don't have to guess what the ad is all about. The headline pretty much tells you. Don't try to be cute. Just spell it out in your headline.

Next, we come to the second letter in the AIDA formula:  
I="INTEREST". After you get your reader's attention, you

want to get him "INTERESTED" in your product or service. You do that by telling him what your headline promises. Let me illustrate what I'm talking about, by using one of the above headlines as an example:

Make \$50,000 Yearly Selling Books!  
No experience Necessary.

By adding "No experience necessary," you build interest, because your reader is thinking, "No experience necessary. I can do this!"

Next comes the third letter letter in the formula:  
D="DESIRE". You have to make your reader "DESIRE" whatever it is that you're offering. And the best way to do that is with benefits! Let's continue to build on the classified ad we started:

Make \$50,000 Yearly Selling Books!  
No experience Necessary. Over 1000  
money-making titles. Small investment!

By adding "Over 1000 money-making titles. Small investment!" You're making your reader desire what you're offering. At this point your reader is thinking, "I can make money selling books. It doesn't cost a lot to get started, and I don't need any experience!" Those things are all "benefits."

Again, just tell your reader what your headline promised.

Push his emotional "hot buttons", by using magic selling words like, revolutionary, new, amazing, free, guaranteed, security, love, sex, make money, etc! Example:

Make \$50,000 Yearly Selling Books!  
No experience Necessary. Over 1000

money-making titles. Small investment!  
FREE information!

By adding magic selling words like "money-making" and "FREE," you're pushing your reader's emotional "hot buttons!"

Finally, we come to the last letter in the formula:  
A="ACTION". You want to close your classified ad with a call to action! In other words, tell your reader what you want him to do. For example, "For details click here!" or "Write for more information!" Example:

Make \$50,000 Yearly Selling Books!  
No experience Necessary. Over 1000  
money-making titles. Small investment!  
FREE information! Click here!

Adding "Click here," is a call to action. You're telling your reader exactly what you want him to do.

In closing, remember, when writing a classified ad, always use the AIDA formula. It will rarely let you down!

### **The Beginners Guide to Writing Classified Ads**

**By Keegan Michaels**

The Beginners Guide to Writing Classified Ads by Keegan Michaels

One of the best ways to get your business noticed is through classified ads. These are the short, simple, ads you see on the back pages of newsletters and between the articles in ezines. They are usually cheap, sometimes even free, and easily accessible. There are countless web sites, newsletters and ezines that accept and print classified ads, and hence thousands of people you can reach through this simple method of advertising.

You can't just write anything though. Just like any other business ad or sales letter, your copy must be well thought out to be effective. The trick to writing classified ads that really sell, is to state all your essential information with just a few choice words.

To ensure that your ad will be read and responded to, follow

## How To Write Classified Ads That Make Money

these steps:

1. Write a rough draft firsts using complete sentences, saying absolutely everything you want to say, then start cutting. Take out any non-essential words. Use action words and short phrases. Eliminate anything that's even slightly repetitive.
2. Make sure you have a catchy headline. Sum up the main selling point of your business or product with one short sentence. Then give a little detail, but not too much. Keep it short.
3. Always include your phone number and url in the last lines so that people can contact you or access your site immediately.
4. Write several versions of your classified ad then pick the best ones.
5. Test your ads. Run a few of them on free sites first to see which ones get a response. Be sure to include a code in the ad info so you will know which ad produced the response.
6. Once you find an ad that works well, keep using it. Just because you're bored with it doesn't mean the audience is. They don't see it nearly as often as you do.

Using classified ads can be quite rewarding, and doesn't have to be difficult. Just follow these steps, and you just might find your business booming.

Keegan Michaels helps people get ahead in the affiliate marketingworld. Read all his super effective tips at:<http://AffiliateTeacher.com>



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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