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How To Write The Perfect Classified Ad... and How To Use It To Make Sales

By Kevin Nunley

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As a major mass media that is almost free to use, the Internet is a great place to take advantage of free promotion tools— no matter what business you're in. One of the most common places to advertise are free classified sites, but how do you write an ad the works?

The Perfect Classified Ad: It may not be a literary thing of beauty, or even an ad that is very appealing—but for some reason it gets sales for its owner. Getting your Perfect Classified Ad will come easier if you follow a simple plan.

Write your ad in complete sentences. Then cut out non-essential words to make your ad the required length. Start sentences with action words. Use short phrases.

While you are at it, write several versions of your classified ad. I usually try to knock out six at a time.

Next, test your ads. Run them all on free ad sites, in ezines, newspapers, or magazines. Be sure to include a code in your response info so you will know which ad produced the inquiry or sale.

Once you find an ad that works well, leave it alone. Resist the temptation to tweak an ad that is already successful.

Don't worry if you or your associates become bored with the ad. Your audience is not as close to the ad and is only assured by its repetition.

So now that you have written an awesome classifieds ad, you wonder where to go? Well, there are thousands of sites that offer free classified ads. These no-cost announcements are a good way to get a new home business off the ground, test a new ad or product, or supplement the paid advertising you do in ezines.

The down side is everyone else is posting free ads, too. But I know several people who are getting anywhere from several to dozens of leads regularly with free ads.

Here are a few tips to make free Internet ads produce

results for you.

1. Place your ad in a LOT of places. Start with one of the big sites that has hundreds of links to other free ad sites. <http://www.uran.net/imal/mother.html> is one of the oldest and largest of these sites. Veteran posters say the Yahoo classifieds and AOL free classifieds draw best.
2. Use software to help you post. Get the free Fillout Manager at <http://www.theill.com/software.asp/>. There are automated ad posting programs that place your ad on hundreds of sites at lightening speed. See Classify98.com and Becanada.com for two of the best. Be sure to go to Becanada's "two-step" sites that fewer of your competitors will be taking time to visit.
3. Pay special attention to your ad's subject line. Use top marketing words like new, free, improved, save, and profit to get customer attention. Communicate your offer's most important benefit in three to five words. Headlines that mention big money or a free computer get clicked most.
4. The Internet still turns on free information. Pull people to your web site by offering a free report, analysis, insider tip, revelation, booklet, or e-book.

Once your ad has enticed people to get to your web site, they usually need a little bit of time to think about whether or not they want to purchase. This is where autoresponders come in.

Try putting an email box right below the offer for your product or service. Place it just below the button people need to click to order.

Your box should say "Would you like more information? Put your email address in the box and we will send it to you." Have the form trigger a three message autoresponder. Each message should tell the customer more about your offer, the benefits it can bring them, and other helpful information.

This method works. We found almost half of those who asked for more information soon purchased the product or service.

Only about 10% of us are true impulse buyers. Yet most web sites focus on getting the visitor to buy, now. On the contrary, most people need time to consider a purchase before they will enter their credit card information.

A brief series of autoresponder messages arriving one each day is a terrific way to keep prospects interested and thinking about you.

Include links to your site and to the specific page that feature the offer. In most email programs, putting `http://` before your URL turns it into a live link customers can click.

Kevin Nunley provides marketing advice, business writing, and popular promotion packages. See his 10,000 free marketing ideas at <http://DrNunley.com> Reach Kevin at <mailto:kevin@drnunley.com> or 801-328-9006.

4 STEP FORMULA FOR HIGH PROFIT CLASSIFIED ADS!

By Grady Smith

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Ready to see your online advertising efforts explode? Here's my 4 secrets to writing high profit classifieds that bring me a huge return on investment.

1) WRITE A GRAB THEM BY THE THROAT HEADLINE!

What promise can the responder to your ad expect?

"Get Rich Online Overnight With Information Products"!

"Double Your Online Profits In An Hour"!
"Never Work Again After Seeing My New Manual"!

Each one of those headlines makes a strong promise, and every effective classified headline needs to do it. Let the reader know exactly what you're talking about. Be specific, but keep the headline short and to the point.

2) TARGET YOUR AUDIENCE!

I'd be wasting my time placing my "Get Rich Online With Information Products" ad in a ezine for crafters. Make sure you know your audience. And write a headline that calls out to them.

Let's assume I'm writing a classified ad for writers. By tweaking my ad to call out to them I might write something like: "Sell Every Word You Write!" Writers want to get paid for writing, and that headline would definitely grab their attention.

3) PUT THE WORD FREE IN YOUR AD!

A word like free can dramatically increase your clicks. Offer them something of high perceived value at no cost to them for clicking your link.

What can you offer? Information! FREE reports and mini courses are hot, and they draw people to your site like crazy!

4) USE A CALL TO ACTION!

You have to tell the reader of your ad know what to do next. Use phrases like:

Go now..

Click the link...

Order Now!

Placing a call to action near your link is a must for high profit classifieds and sales letters!

These four suggestions can skyrocket your sales. I know, because I use them for every ad I write and I've always achieved great results. Apply them to every classified you write, and watch your response rate explode!

Grady Smith is the author of "Get Rich Online". Visithim, and get 7 FREE High Profit Money Making Secrets That Can Explode Your Income Plus 4 FREE E-Books To Create A Business Fast! Go Now...<http://www.mountainhighpub.com>



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