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## How To Write Your Own Order Pulling E-zine Ads

By Ken Hill

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One of the most effective ways to advertise your business online is to place your ad in e-zines. A well written ad run over and over in a responsive e-zine can successfully achieve more profit for your business in new and then repeat sales every single month.

To begin writing your own profit generating e-zine ads that continually bring you more sales:

1. Start with a compelling headline.

The first and most important part of your ad is your headline. It is what will set your ad apart from all the other ads published in an e-zine.

To get your readers' attention your headline must engage your readers' self interest. It must tell your reader what is in it for them. For instance "How To Lose 20 Pounds In 30 Days Or Less" or "How Write Your Own Order Pulling E-zine Ads."

You can also grab your reader's interest by asking a question or by offering your reader something newsworthy or informative. People are always interested in new and interesting things that help them do something better or that make things easier for them in some way.

If possible use the word free in your headline. The word free is the #1 attention grabbing word and will automatically draw your reader's attention to your ad.

Avoid headlines that are cute or that are misleading. Even if you do get more visitors to your site you are unlikely to get any sales.

2. Make the body of your ad benefit rich.

The body of your ad copy should get your reader excited about what you have to offer. Stress how your product or service can make your readers' life better or make things easier for them.

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When deciding which benefits to stress in your advertising, get into your customers' minds. Ask yourself why your customers have bought your product. What are the main benefits your product offers that cause your customers' to make a purchase? What benefits are most appealing to your customers?

If you can answer these questions you will be able to easily fill your ad with benefits that will be especially attractive to new people you introduce to your product through your ad.

3. End your ad with a call to action.

Once you grab your readers' attention and build up your readers' interest, the final step is to tell your reader what you want them to do with a call to action such as act now, get the details now, or learn

more now.

When writing your ad don't try to sell to your reader just from your e-zine ad.

Use your ad to create interest and desire for your product, and then use your call to action to direct your reader to your site and let your site sell your product to your visitor with a powerful sales message and/or ask your reader to e-mail you for more information so that you can successfully follow up with her.

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### **10 Profitable E-zine Joint Venture Ideas!**

**By Larry Dotson**

#### **10 Profitable E-zine Joint Venture Ideas! by Larry Dotson**

1. You could ask an e-zine publisher to trade solo, sponsor or classified ads. If the e-zine has a larger circulation you could offer to run more ads.
2. You could ask an e-zine publisher to run your ad in return for a percentage of each sale. The offer is usually more successful if your product is brand new.
3. You could ask an e-zine publisher to run your ad in exchange for getting your product at no cost. It is more persuasive if you let them try out the product.

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4. You could submit your article to e-zine publishers. They would receive valuable content and you would get free publicity.

5. You could offer an e-zine publisher new content by writing an original column for each issue. They're always looking for original content for their readers.

6. You could ask an e-zine publisher to trade articles. This would give you both new content to publish and cross promote each others' business.

7. You could ask an e-zine publisher to run your ad in return for you holding a contest or sweepstakes for their subscribers.

8. You could ask an e-zine publisher to trade thank you and welcome message ads. This is a great way to trade ads without cluttering up your e-zine with ads.

9. You could offer an e-zine publisher the option of you publishing their e-zine in return for them running your ad.

10. You could offer an e-zine publisher's subscribers a discount on your product in return for them running your ad.

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