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## How to Read Job Ads

By **Dagmar Rakos**

### How to Read Job Ads by **Dagmar Rakos**

How to Read Job Ads for Beginners and Newcomers:

Here is the translation what you can REALLY expect whenever you see one of these in a Classifieds Careers/Jobs section:

"exceptional positive attitude" -> translation: \*Boss is an asshole and a dictator who blows off his top thirteen times a day!\*

"willing to work long hours" -> translation: \*Forget about your family, or any personal life at all!\*

"stamina to work long hours" -> translation: \*In other words you are expected to be a cross between a jackass, a camel and an ox!\*

"you are a self-starter" -> translation: \*We have no idea what we are doing, but we sincerely hope, you will!\*

"can work independently" -> translation: \*Don't expect any support from us!\*

## How to Read Job Ads

"provide assurance and consulting services to our clients" ->  
translation: \*You are an extremely skillful liar!\*

"exceptional organizational skills" -> translation: \*We hope we  
finally get someone who can clean up that big mess we have here!\*

"winning positive attitude" -> translation: \*Never get bogged  
down no matter how stupid the management decisions are!\*

"ability to work in fast-paced environment" -> translation:  
\*Break? What break...?\*

"you feel like an essential member of a corporate family" ->  
translation: \*You are not going to tell our secrets to the tax  
office, right?\*

"you are responsible and dependable" -> translation: \*We expect  
you to keep your mouth shut no matter what you see, what we  
do/don't do!\*

"willing to work hard" -> translation: \*Slavery, the legal way.\*

"extremely busy environment" -> translation: \*We are  
understaffed!\*

"friendly customer service" -> translation: \*You are mentally  
challenged and smiling to it!\*

"outstanding customer support service" -> translation: \*You  
have an experience as a lion tamer or at least as a high school  
teacher!\*

"ability to work in a challenging environment" -> translation:  
\*You can always B.S. your way out!\*

"positive outlook" -> translation: \*What? You expect us to  
actually pay you for your work...?!\*

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## **10 Tips For Effective Free Ezine Advertising**

**By Timothy Ward**

10 Tips For Effective Free Ezine Advertising by Timothy Ward

Free ezine advertising is great way to get your ads seen in quality publications all over the Web. And the best part is it's free of charge. But are your free ezine ads getting any results? Listed below are ten tips for improving the effectiveness of your free ezine ads.

### 1. Keep Them Short

Most people skim through free ezine ads. Make sure that your ad is short enough to be read in a few seconds. Basically, short ads may get read. Long ads get ignored.

### 2. Get To The Point

Make sure your ad gets down to business fast. If readers can't figure out what your ad is about in the first sentence or two they move on.

### 3. Use Attention Grabbers

Use words that will grab skimmers attention. Words like FREE, MONEY, TRAFFIC. Make sure that the words you use apply. Use exclamation points at the end of sentences. Don't go overboard though.

### 4. Make Your Ad Different

If your ad looks and sounds like all the others it will be looked over. Try to promote unique URL's instead of replicated affiliate websites etc.

### 5. Submit Early

If you submit your ad early, you are more likely to get your ad published near the top of the free ezine ad listings. The first few ads usually get read, while the rest get skimmed through.

### 6. Save Ads In Text Editor

Keep a file of all your ads in a text editor like Notepad or Microsoft Word. This way you will always have them readily available.

#### 7. Thank The Publisher

When you submit your free ad, be sure to thank the publisher for the free advertising. This kind gesture may get your ad placed before all the other free ads.

#### 8. Submit Often

Whenever you see an opportunity to submit a free ad, take it. Submit as often and as many ads as each ezine will allow.

#### 9. Keep Your Ads Tasteful

Make sure that your ads are G-rated and are not offensive. Publishers are very concerned about their ezine's image and are quick to delete ads that they feel may harm it.

#### 10. Keep Stats

Keep track of the results of each ad. Find out which ads work, and which don't. Reuse the ads that are effective, and discard the ones that are not.

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Timothy Ward publishes the 'Free Promotion Tips' ezine, a weekly ezine that consists of articles, tips, and resources designed to help you find no-cost methods of online promotion. Visit:  
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