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**How to write Killer Classified Ad Copy**

**By David Bell**

**How to write Killer Classified Ad Copy by David Bell**

I'll never forget what my accountant said five years ago when he saw the ad I wrote for my services: "How many scotches did you drink before you wrote this?"

He was kidding about the scotch. But he just couldn't believe anyone in their right mind would write such a bold and outrageous ad for their own writing, consulting and speaking services, as I had.

Well, I spent \$300 on that ad — \$200 to run it in a local trade association directory, and \$100 to have it reprinted as a flyer.

The following year, that \$300 ad turned into \$12,341 in new business for me. And \$12,341 was just a tiny fraction of my total business that year.

Why did I make so much money myself while there were so many thousands of "starving writers" in the world? The answer may surprise you. You see, it's not because I'm a better writer. It's not my schooling. Not my resume. Not any talent I was born with.

It's all because I learned how to write "killer copy."

How do you write killer copy?

You start your killer copy with an emotion-packed opening statement that will get the attention of your reader. This opening statement may be:

- \* a headline
- \* an opening sentence
- \* a subject line on an email
- \* the header on a Web page

... or for that matter, the opening words in a telemarketing script, radio commercial, or TV spot. What's important is that you understand — your first words count for everything — because you must captivate peoples' imagination with those words in order to keep their attention.

Here are examples of opening statements from actual successful marketing pieces:

- a) "Take the luxury vacation of your dreams at a reduced cost because of this special offer" (from a travel agency's letter to business owners.)
- b) "How to stop overwhelm before it stops you" (from a personal coach's ad aimed at stressed-out overachievers)
- c) "Why almost every financial statement in family court may not disclose the full net worth of the opposing spouse" (from an investigator's sales letter to divorce lawyers.)

## How to write Killer Classified Ad Copy

Then, after your emotion-packed opening statement, you just

- a) Make a promise
- b) Back it up with convincing proof and
- c) Ask for action

Let's look at how you do each of those three techniques.

1. Make a promise. The letter about luxury vacations starts with these words:

"Imagine taking your winter vacation knowing you aren't spending a penny more than you have to – secure that you have a team of travel experts making sure every little detail of your vacation goes smoothly. "Here's how you can have that vacation right now: Take advantage of an unusual promotion our company is doing. Let me explain."

Pretty exciting, right? Even if you don't think so, the people who got the letter did – because the letter produced an amazing \$5 million in sales for the travel agency.

2. Back it up with convincing proof. The personal coach's ad for stressed-out overachievers, the one that begins "How to stop overwhelm before it stops you," contains this proof:

- \* 3 case studies,
- \* 3 testimonials,
- \* detailed credentials of the coach
- \* and a money-back guarantee.

Despite its stunningly bold claims, the ad comes across as very believable and has generated a record-breaking parade of new clients.

3. Ask for action. The investigator's sales letter to divorce lawyers, beginning "Why almost every financial statement in family court may not disclose the full net worth of the opposing spouse," ends this way:

"I would like to meet with you at no charge to show you how I can be of service to you and your clients in future family law cases.

"Please call me at your convenience so we can set up a meeting to discuss further how I can assist your clients recover their fair share of assets. Call me directly at xxx – xxx-xxxx."

Killer copy always asks for action in the most powerful way possible. Notice how the above words spell out exactly what to do, and even make a big promise – that the lawyer reading the letter will recover more money in court for their clients (and, therefore, get more money themselves).

As you can see, a few words of killer copy can lead to massive amounts of money. In fact, many people say writing killer copy is the single most valuable money-making skill in the world.

And recently, writing copy was named as one of the top 10 emerging professions for the new century. It doesn't surprise me. In the age of the Internet, the old style of advertising copy — saying something clever, and hoping people remember – just doesn't cut it anymore.

Besides, these days, with business-to-business advertising growing so fast, the traditional advertising industry is feeling a lot of pressure for ads that really produce results. Why? Because, old-style advertising that entertains, but does not sell, is not cost-effective enough for many companies in today's hyper-competitive market.

Recently I heard from my former accountant. (A few years ago, he left accounting to start a new business.)

He asked me if I wouldn't mind sharing some ideas on how he could write killer copy for his own business.

I said sure. And now he's on his way to doing the same thing that I do, for himself.

Funny thing about the conversation we had the other day. Unlike the conversation we had back in 1995, he didn't kid me about drinking scotch, or anything else. Maybe he finally realized that when it comes to increasing your income, killer copy is serious business. I hope this helps in your future marketing decisions.

### **How To Write A Killer Sales Letter**

**By Patric Chan**

I sit down and look at my notebook. Then, I put myself into the `zone'.

That's how I start to write web copy that sells.

Whether you agree with me or not, your web copy will determine whether your product's going to sell online or not.

Simple reason. In an offline sales pitch or presentation, you get to interact with your prospect. You get to touch him. He gets to see you personally.

But not online. No, no, no. It all depends on the words on your site. See how powerful words are?

I'm not saying I'm a guru at web copy. There are many other copywriters who are far better than me. Many. But I've written my own web copy and it's selling. And at the same time, I've been hired to write for others.

Keep on reading on how I write killer web copy and you can pick up any of the tips.

The first part to write a copy, you MUST be in the `zone'.

What the heck is the `zone'? The `zone' is like... the mood. You see, writing a great copy is like an artist painting a beautiful picture. When you are in the `zone', your hand can't stop typing and your mind keeps on coming up with amazing ideas to write.

Like, I'm in the `zone' when I write this article.

How to be in the `zone'? I'm not sure how you can achieve that, but for me, I put in a lot of passion to write a killer copy and I look into the future to see how this copy will sell like crazy.

That's how I get into the `zone'.

Once you are in the zone, keep on writing. Don't stop. Even though, you know you are writing wrong grammar or putting in weird ideas. Just keep on writing.

Then, after it's finished, read it all over again. This time, you'll pick up the mistakes and you'll add in more ideas. Continue doing this until you are satisfied with your work. Finally, edit your work.

## How to write Killer Classified Ad Copy

When you start your copy, your headline is one of the most important parts of the copy.

Some copy writers write tons of headlines before they start. For me, I'll write about 5 headlines and read it over several times. Then, I'll pick the best and fine tune it at least 5–10 times before I decide to

use it.

One more part of writing copy; don't feel bad `borrowing' some ideas from successful copy you've seen.

Get a swipe file of the best copy you can find.

And the last thing you need to keep in mind when writing a killer copy is this:

"What's the end result the reader will get if they buy from you?"

Your copy **MUST** sell hope and benefits to the reader if you want them to buy anything after reading your copy.

Now go write your killer copy.

All the best.

Warmest regards,

Patric 'High-Speed Marketing' Chan  
Chief Marketing Strategist

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Patric works with world-class internet marketing gurus to build successful online businesses. He is also the author of `How To Make More Money Easily'. Discover more insider secrets and the exact proven strategies to make money online:

How To Write A Killer Sales Letter  
Killer Copy – What is it and how you can MASTER the Art!  
Killer Ad Copy  
The Beginners Guide to Writing Classified Ads  
Killer Classifieds For Massive Traffic!

The Classified List  
Instant Info-Product Business  
Killer Conversion Tactics  
Stress The Silent Killer



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