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Impulse Writing for Better Ad Headings

By Randy Lever

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by: **Randy Lever**

Writing headlines for your ads is the most important part of your online presence.

When posting your ad to classified sites, directories, message boards, newsgroups or mailing lists, the only part of your ad that is showing is the heading.

So, what your heading says will make the difference between your ad being read or being.....
.....passed right on by!

The overall importance of headings, as a means of bringing in targeted traffic to your site, is simply immense.

But, don't let that stop you from writing attention getting headings.

These steps will allow you to write heading that the average surfer will want to see.

Sit down and really go over what you're trying to sell. Look at every word on every page of the site. If you're selling an ebook, read it. If it's for software or service, use it. Learn everything you can about what you're selling.

Grab a sheet of paper and just start writing down all the phrases that can describe the product you are trying to sell. The very first things that pop into your mind.

Write down everything that just pops in. Not what you have to think about, but the phrases, words or benefits associated with that product, that enter your thinking with no effort. Write them down until you have to sit there and think of something else.

Stop right there. Go over what you just wrote. If more just happen to pop in your head again, write it down.

Since you have just looked over the product and website associated with it, everything that you wrote down is what any potential customer will also remember.

These are all the phrases and benefits that stick out and make people buy the product. If your emotions have been stirred (excitement, passion, happiness or any impulsive feelings that make you really want the product), then these are the same emotions that you have just written down.

I bet if you go over your sheet of paper you will find some great headings. If not, then you were thinking way to hard!

Impulse buying is one of the ways that we, as Internet Marketers, get people to buy our products or use our services.

So why not use those impulsive feeling in your ads?

Randy Lever is the owner of the Expertly picked "Complete Internet Marketing Package" – Marketing Profit. Everything you need to know about building a successful Online Business is in Marketing Profit!

10 Steps to Advertising Success

By Brian Moore

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Millions of people marketing on the Internet try to grab the attention of all the rest daily. How does a beginner, a "newbie", if you will, figure out how to write an ad that pulls in responses?

First, do we even want to write our own ads, what with the so-called tested ones that come with our affiliate programs? The answer to that is, "Yes!" Your individual ad writing ability can mean your ads get noticed and leave the prewritten ones behind.

Here are 10 steps to writing ad copy that will work for you and increase your profits immeasurably.

1. Narrow your market to a specific group of prospective clients. Find your niche market.
2. Analyze your website. Does it appeal to your niche market? If it does, tailor your ads to relate directly to your website.
3. Appeal to the impulse in the viewers of your ad. Call your readers to action * now*. Cause your readers to click a link to your sales letter. Emphasize the benefits of reading that letter. Offer something free in the ad itself, "just for looking". Perhaps a free copy of your newsletter or a free Ebook you've added to your site would do the trick.
4. Use outside resources to create your ad. Draw from sources like junk email and free classified ads. Analyze the work of others. Notice ideas that grab you and call you to action now.
5. Design "killer" headings. What types of headings get more attention? Headings with all capital letters? Headings that take up the entire heading field of the ad? Use caps sparingly for emphasis, and don't pile on words just for length.
6. Avoid hype. Don't over sell your product or service, discouraging your prospects even before they get to your site. Relay your excitement about your product through your own experiences, not unbelievable exaggerations.
7. Proofread. It's crucial to your success in ad writing, and online generally. Check your spelling, grammar, and

punctuation. Be rigidly careful. Test links to make sure they work *and* actually lead to the places you intend them to go.

8. Test your ad for efficiency. You can't over-test. Use your ad in many media, including the newspaper classifieds. Track where your ad pulls from by using free or paid tracking services that are out there. Look to your affiliate program for good tips and instructions on ad tracking.
9. Keep a winning ad working for you. Keep submitting it to new places. A few sales will never wear out a good ad.
10. Submit only to places where your target market will be looking. This will save you time, money, and unwanted attention from would be spammers.

Now promise yourself this: You're going to get your ads noticed by writing them yourself and taking these steps to advertising success.

Brian Moore publishes 'BizOps Secrets', a completeeazine resource for online success. AllPro BizOps, Proven Business Secrets That WorkOnline. <http://www.allprobizops.com>

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