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**MAKE YOUR EZINE AD STAND OUT**

**By Lisa Lake**

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In my experience, I've found that advertising in ezines is a great way to get response. The problem is, there are a lot of people out there who have realized the same thing.

It used to be that your classified ad was only competing with one or two other ads per issue. Now that everyone has discovered this advertising technique, your ad may be competing with eight, nine, or even ten other ads. What a conundrum!

Now, this increased competition COULD be a problem for the effectiveness of your ad, but if you just take a little time with your copywriting, you'll soon realize that its easy to make your classified ad stand out from the rest. Here are some pointers:

1) Don't do what everyone else is doing. Take a look at the ads that appear in the ezine and get a feel for what the other ads are doing. Then, think of a way to be effective without doing the exact same thing. For instance, if you notice that every ad is in all caps and phrased like a question, then make YOUR headline a strong statement that only uses capitalization for the key terms. The variation in style will make your ad appear different from the rest!

2) Use resources that other ads don't. Take a good look at the restrictions and requirements that the ezine has for its ads. This will give a good idea of what is possible -- then USE those possibilities. If you notice that the ezine has HTML capabilities, don't be afraid to use color or formatting -- just don't go overboard! Also, use styles that other ad writes don't

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think about. Bullet points and small numbered lists can work well in some ads, but most copywriters don't even think to use them.

3) Be specific. This is the most important thing you can do. Empty promises of "Get Rich quick!" sound like everyone else's generic empty promises. If you can give specifics, however, the FACTS about your product or service will make it stand out from the competition. This, of course, is the best way to go, since you are selling based on the strength and details of your offer.

There are a lot of businesses out there — fortunately, there are also a lot of customers! To get those customers, however, you

need to make sure that you distinguish yourself from all the others. With just a little creativity and a willingness to break from the tried-and-true, you can start creating the NEW generation of great classified ads!

Lisa Lake has created a list of top promotional methods on her <http://MyAdBlaster.com> Lisa also writes ad copy that sells for DrNunley's <http://InternetWriters.com> Reach her at <mailto:lisa@myadblaster.com> or 801-328-9006.

### **Are You Using Ezine Classified Ads?**

**By David McKenzie**

Are You Using Ezine Classified Ads? by David McKenzie

If not, then you should be. They are much more effective than traditional online classifieds mainly because they are more targeted.

How many ezines do you think are out there in internet world?

I really do not know. But it has got to be tens of thousands, perhaps even hundreds of thousands.

Guess what? Most of them have a subscriber base of fewer than 2,000 and very few people are targeting this subscriber base. The big boys are just targeting the large subscriber ezines.

There is a huge market in getting your targeted ezine ad to tens of thousands of people.

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Here are 3 ways you can do it:

### 1. Ezine Ad Swaps.

You can swap ezine ads with other ezine editors.

The cost to you – ZERO! You can just approach another ezine editor and ask to swap 6 ads in their next 6 issues. And you will feature their ezine ad in your next 6 issues.

### 2. Pay for Ezine Ads

You could negotiate a deal to pay for ezine ads. If someone has a subscriber base of 1,000 subscribers and they currently run little or no ezine ads ask them if they would like to receive some money to run your ezine ad. I bet they don't say no.

### 3. Swap Ezine Ads for Articles

Instead of swapping ezine ads why not feature another editors article in your ezine and they feature your ezine ad in their ezine. Both sides benefit.

What about receiving money for running ezine ads in your ezine?

Once you get to 1,000 subscribers you can start to run paid ezine ads. But don't run any more than 3 per issue. You do not want to clutter your ezine with a whole lot of ads.

Rates vary tremendously but let's assume you negotiate a deal of \$10 per thousand subscribers for each ezine ad. You run 3 ads per ezine.

If your ezine was a weekly publication then that is an extra \$30 per week, or \$1,560 per year. A nice little extra earner.

When you get to 2,000 subscribers this would be over \$3,000 per year. Can you see the potential here?

So if you've never tried ezine classified ads, then give them a shot. Compared to online classified ads they are more focussed and have been proven by independent studies to get a higher response rate.

David McKenzie is the author of a new e-book titled "How To Write Free Articles and Market Them

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With a \$0 Marketing Budget"Get a Free 5 Day Email  
Course<http://www.brisney.com/how-to-write-free-articles.htm>



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