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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Put Some Punch In Your Classified Ad

By Kevin Nunley

Put Some Punch In Your Classified Ad by Kevin Nunley

Classified ads are the world's number one cheap way to advertise. They cost just a fraction of a large print ad. And you get your classified ad in everything from an email newsletter to USA Today.

Most classified ads are either hard to understand or not terribly exciting. To get sales, you need people to immediately understand your offer. You also need to build a bit of an emotional fire under them.

Start each sentence with an action word. Get this..., Save now..., Click to...

Make your sentences as short as possible. Incomplete sentences are ok. Two words. Fine. This fills your ad with energy and builds excitement.

When possible, include a quote from a past customer. People believe other customers before they believe you. It's human nature.

I knew a guy who built himself a fine retirement by marketing his self-published book with classified ads. He started out with an ad in one magazine. When he had made his money back, he put an ad in more magazines until you couldn't look through a newsstand without seeing his ad.

Kevin writes your sales copy, press release, or article AND gives you marketing advice at <http://DrNunley.com/copywriting.htm> Reach Kevin at <mailto:kevin@drnunley.com> or 801-328-9006.

The Monsters Out Of The Cage – Part 2

By John Colanzi

The Monsters Out Of The Cage – Part 2 by John Colanzi

In part one of this article we covered why electronic publishing is such a powerful breakthrough, allowing even the new online marketer to cash in.

If you missed part one you can get a copy via autoresponder.
Mailto:monster1@internet-profits4u.com

For the purposes of these articles we're going to assume you've either written your own ebook, are a reseller for the author, or you've purchased the resale rights to a book.

You've got your money machine, how do you get it to start spitting out cash.

Here's a simple step by step plan to getting started on a shoestring budget and reinvest profits to grow your money tree.

Step 1:

The first thing you'll need is a collection of classified ads that will peak the readers interest and take action.

The purpose of the classified is to get you the lead. It's not designed to make the sale.

If you'd like to learn how to write powerful classified ads download a free copy of "How To Make A Fortune With Classified Ads" at: <http://johncolanzi.com/classified.exe>

The classified ad is the most powerful tool in your arsenal. They're low cost and carry a big punch.

Step 2:

You've got your classified ads ready to start pulling in the leads, now you'll need a powerful sales letter to close the sale. Sales letters are an art in themselves.

If you haven't written sales letters before, the best place

Put Some Punch In Your Classified Ad

to start is by reading "Million Dollar Sales Letters". This

famous book contains 15 powerful sales letters that have created millions of dollars in sales for companies such as the Wall Street Journal.

Find a sales letter that fits your offer and customize it to fit your style. You can download a free copy of this awesome book at: <http://johncolanzi.com/letters.exe>

Ok. You're almost there.

* You've got the next sure-fire best seller.

* You've got the attention grabbing, lead generating classified ads ready to work their magic.

* You've got your million dollar sales letter ready to close the sale and start filling your inbox with orders.

Wow! We've come a long way. In part 3 we'll work on setting up your order grabbing direct response web site.

In the words of Hannibal Hayes from the A Team, "I love it when a plan starts to come together."

Wishing You Success

John Colanzi publishes the "Street Smart Marketing" newsletter. To subscribe <mailto:ezmailer-subscribe@listbot.com> If you want to cash as an e-publisher and make 100% profits visit: <http://www.internet-profits4u.com>



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