

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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

**Putting Some Pizzazz In Your Ads**

**By Ana Ventura**

Putting Some Pizzazz In Your Ads by Ana Ventura

The media bombards us with thousands of images, messages, and logos everyday. In fact, the average person in the United States watches between two and four hours of television on a daily basis. ([www.mediafamily.org](http://www.mediafamily.org)) Does it surprise you that we start to tune out advertisements after awhile?

This makes it a lot harder for people trying to market their business come up with ideas that stand out in the frenzy of ad pitches. Unless Britney Spears happens to be singing jingles on national broadcasts about your company, your ad campaign is probably going to have to work a little creativity in there. Here are some common advertising methods and ideas to give them some sparkle.

**Classifieds:** Classified advertising is one of the oldest forms in the book. Tons of people look through their Sunday paper in search of apartments, jobs, or anything else you might ever want. Smaller local publications are now also offering a classifieds section, not to mention that the world of online classifieds is at its peak.

So many places to find, place, and ignore classifieds. So how do you prevent potential customers from skimming right over your ad? Grab their attention from the get go, and chances are they'll read your ad, thanks to a great opening line. There are three types of opening lines that work well with classifieds: Informative, enticing, or challenging lines.

## Putting Some Pizzazz In Your Ads

If you tell your reader in the first statement what you're offering, they'll know whether or not they want to keep reading. "Learn How to Quickly Generate Hot, Hungry, Targeted Traffic!" is a great opening line, because it tells readers that the product has to do with increasing website traffic. Right away your reader knows whether or not that ad is for them.

Secondly, you can entice readers into your ad by using images in your opening line. "TRY LIGHTING FIXTURES BEFORE YOU BUY!" Although this line doesn't give any specific detail, it does give the reader a nice mental picture of being able to see their lighting fixtures in place before they ever put any money down. Offer your reader something they want: "BRING PEACE BACK INTO

YOUR LIFE! In today's hectic world, who could resist?

Finally, if you challenge your reader to do something, they will be more willing to see what the ad has in store. "TIRED OF ANSWERING TO YOUR BOSS? START YOUR OWN SUCCESSFUL BUSINESS!" or "SAVE YOUR DRIVING RECORD AND STOP PAYING A FORTUNE FOR INSURANCE!" The incentive is there, and more often than not, the reader will be motivated to see what else in store.

The body of a classified ad should be short and to the point. Once you've gotten your main point across, readers will follow up if they're interested. Leave your contact information at the end of the ad, in clear type.

Remember that you should devise a method for tracking your classified ads. If you place three different ads in three different places, you want to know which ads or which publications are bringing the most business. This is so you can continue a similar ad campaign to further your business.

Ezines: Most ezine subscriber lists currently have 100,000 to 300,000 readers per issue. That's a lot of potential business! Furthermore, most ezines are specifically targeted at a certain audience. If you have a great business opportunity that needs to be declared to the world, a biz opp ezine is a great place to put an advertisement. Check out <http://www.bizguru.com> for top ezines that reach millions, for less than two hundred dollars.

Most other ezines are also pretty inexpensive. The bigger ones charge about \$35 to \$150, but there are smaller ezines that run ads for much cheaper, too. Granted, smaller ezines only reach

## Putting Some Pizzazz In Your Ads

about 2,500 to 5,000, but that still a few thousand people that you're reaching, and all for a relatively small price.

Remember that if you choose to advertise in an ezine, you need to be marketing a product that can be shipped easily anywhere in the world. If your product is breakable or expensive to ship, you might want to consider advertising in your local area.

**Local Media:** With the advancement of the Internet, many newspaper, radio and television stations realize they are in a fierce competition. It doesn't cost as much as you might think to place ads in these ever present media sources. Not only is it cost effective, but a great way to get your name out in your immediate community.

Let's face it. It's not exactly easy to add attention grabbing flair to a radio or television ad on a limited budget. You don't have to hire the cast of Friends, however, to get people to

listen to you.

Listen to the ads that are already out there. You know what you like, and it's probably the same sort of stuff that's going to grab the attention of potential customers, too. Try to use components of ads that have affected you, and see what you come up with.

Don't forget that while bizarre ads can be a little, well,... bizarre they can also have a lasting effect on people. There's an ad out right now that features an array of singing belly buttons. I was a little freaked out the first time I saw it, but I still tried on a pair of the jeans advertised the next time I was shopping for new pants.

Using a little creativity will get your ad noticed far more than the boring ones, no matter where you place them. Target your audience and track ad placement, and you will be well on your way to having an awesome ad campaign.

Ana Ventura writes sizzling ads for DrNunley's <http://BizGuru.com> See her super Ezine Ad Package that gets your ad in front of 55 million people without spamming. Reach Ana at <mailto:ana@bizguru.com> or 801-328-9006.

**"To Charge—Or Not To Charge—Should Be No Question!"**

**By John Evans**

**"To Charge–Or Not To Charge–Should Be No Question!" by John Evans**

"To Charge–Or Not To Charge–Should Be No Question!"  
copyright 2002 John Evans

An ezine came in a while back, and someone had complained about a particular ezine (doesn't matter which one). The publisher of the ezine in question had recently stated that they would no longer be giving FREE ads; we would now have to start paying for them.

The complainer said something to this effect, "These ezine publishers just sucker us in with free ads, until they get lots of subscribers, then they want to start charging us for the ads."

The above is not an exact quote, but you get the meaning!

Well, stop and think about it. Most of us on the Internet ARE on the Internet to MAKE MONEY! (Mind, I said MOST). Pure and simple. And that includes Ezine Publishers. And why not? They don't put their hearts and souls, and MANY hours of sweat, into putting out an ezine purely so WE can have our ads published for FREE! Do they?

What are those free ads all of us have been receiving all these many months? BONUSSES! You've been given bonuses before, haven't you? Maybe a free ebook for joining, or some free software for "taking a look", or maybe even a gift certificate for something.

But the problem with those kinds of bonuses is that they are just "one–shots". You only get it one time.

Now, how many ezines do you subscribe to that give you free ads? Ten? Twenty? Or maybe even Thirty? That's a lot of ads; and ALL FOR FREE! A lot of bonuses. Count your lucky stars that there are publishers out there who are working their tails off, so many of us can survive using their free ads.

So, maybe some do get a good subscriber list, and start charging for ads; What Do You Think They've Been Working

For all this time? Striving perhaps, to make a living on the Internet! Just like the rest of us!

Think about it!

+++++

copyright2002 BJ Evans

<http://www.dailybiz.com/specialsite.htm>

Use this article if you like, but please leave it intact.

+++++

Owner of Dailybiz.com



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

<p><b><u>100% Effective Natural Hormone Treatment</u></b> <b>Menopause, Andropause And Other Hormone Imbalances</b> <b>Impair Healthy Healing In People Over The Age Of 30!</b></p>
---