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SAYING A LOT WITH A LITTLE: POWERFUL CLASSIFIED ADS

By Meredith Pond

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Classified ads are perhaps the most popular form of small-business advertising available today. The reasons are many, and range from cost, to simplicity, to effectiveness when seen by the right kind of audience. How you use your classified ad is up to you, but no matter your business or your goal, one fact remains: if they're going to say what needs to be said and get the results you need in such a small space they must be written well.

First, make sure your ad grabs the attention of your readers with a good headline. Asking a question works well (HOW WOULD YOU LIKE TO EARN \$60K PER YEAR, PART-TIME?), as does telling people what the result of taking advantage of your offer will be (SAVE HUNDREDS ON YOUR LONG DISTANCE BILL!).

Next, try to make your product or service sound useful or exciting, without hyping it up too much or making promises you might not be able to keep. These tactics will only undermine your credibility, which you can't afford to do in 25-50 words.

Using words like FREE, BONUS, and MONEY will also grab reader attention and make your ad stand out. Highlight or capitalize important words for emphasis, but try to refrain from using lots of exclamation points. Yelling at your prospects will get you nowhere!!! See what I mean?

Once you've written your ad, use your spell checker. Even small mistakes in spelling or grammar can make you look careless or unreliable. When you're reading an ad and see typos, what do you think? Keep in mind the fact that your audience most likely

ISN'T full of idiots.

Overall, make sure your ads will get noticed, convey the facts, and contribute to your credibility. A good ad will get people interested and excited about your product without excessive hype. If you can do all these things, your classified ad will serve you well.

Meredith Pond and her team of top writers help you increase profits without working harder. See Meredith's editing services, advertising packages, and free business ideas at <http://CheapWriting.com>. Reach her at <mailto:meredith@drnunley.com> or 801-328-9006.

The Art Of Writing Powerful Classified Ads

By Bill Daugherty

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One powerful little classified ad can make you a fortune! It will sell your product or service for months, even years, to come in any advertising venue you choose. On the other hand, a weak ad won't produce enough income to justify the time it takes you to write and submit the poor little thing.

Writing great ad copy may be an art form, but it's an art that can be easily learned with a little guidance and a little practice.

So stop wasting your time writing useless weak ads. You can write powerful ad copy every time if you will follow three simple rules.

Rule #1

The headline of your ad must catch the reader's attention instantly. Surfers scan ads at near the speed of light and your ad is competing with a lot of other ads and information for their attention. The headline of your ad must bring that surfer to a screeching halt.

Rule #2

The body of your ad must not only hold

the reader's attention, it should get the reader excited about your product or service. You want your visitors eager and ready buy your product or service before they reach your site.

Rule #3

The ad must target potential customers for your product or service. What's called a blind ad may draw a lot of visitors to your site, but few will buy, and we are looking for buyers, not "tire kickers." Right?

To illustrate just how strong an ad can be

when these three rules are followed, I am going to show you two ads written for the same product. Let's say I have just gotten the resell rights to a new Ebook about how to write great classified ads.

This first ad will demonstrate a weak ad for this product and doesn't follow the three rules for writing powerful ads.

Learn To Write Better Classified Ads!

Great new Ebook "How To Write Ads That Sell," by John Doe. John is one of the leading authorities on online advertising today and he can help you write like a pro!
Goto:(myURL)

This ad does satisfy the third rule by targeting potential customers for our product, but it fails miserably in all other aspects. That headline isn't going to grab anybody's attention. And the body of the ad is not only boring, it is trying to sell the steak instead of selling the sizzle. People are not interested in your product or service per se, they are only interested in what the product or service will do for them. How will they benefit from using your product or service? That's the key to writing powerful ads. You

must sell the sizzle, not the steak.

Now let's look at an ad for that same Ebook that does follow our three rules.

Powerful Ads That Will Make You Rich!

You are only minutes away from creating powerful cash generating ads that will make your hit counter explode and your sales skyrocket – I Guarantee It !

Goto:(myURL)

This is a much better ad. It follows all three of our rules. It has an attention grabbing headline. The body of the ad talks not about the product, but the end result of using the product. And our entire ad targets potential customers

for our product. See the difference?

It's just as easy to write a powerful ad as it is to write a weak one when you know and follow these three simple little rules. And remember, you will improve as you write more and more ads.

I wish you all the best in your classified advertising campaigns.

Bill Daugherty is the editor and publisher of the marketing and free advertising ezine "E-Power Marketing." Subscribe free at:<http://www.instantez.com/ezine.html> Visit Bill's latest project at:<http://www.instantez.com>



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