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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!

"Simple Messages in Advertising"

By Kevin Nunley

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It is better to advertise with simple messages and have everyone understand you, than to advertise with complex messages and have only 20% of viewers understand you.

Brilliantly clever advertising executives often come up with ad campaigns that dazzle viewers. Viewers may be dazzled, but whether they can discern what is actually being communicated in the ad remains to be seen.

When considering how you want to phrase your advertising copy, don't tailor the message to what would impress you. Tailor the message to what would sell to everyone.

The fact is, most people only read, listen, and watch advertising with a tiny percentage of their brain. When I'm watching TV and it comes time for the advertisements, I usually head to the kitchen for a handful of M&Ms. But I can still hear the TV.

The human brain takes in everything that goes on—sights, sounds, feelings—so whether your viewer is consciously paying attention to your message or not, some level of their psyche is taking it in. But whether your message is stored away in the long-term memory depends on the clarity of your ad.

I don't remember things I don't understand. No one does. So your advertising will only make a long-term impact if the message is clear. Otherwise, it will be forgotten within minutes.

"Simple Messages in Advertising"

That is why it is important to keep your advertising copy as simple as possible. One of the top two reasons marketing fails is because the ad isn't clear.

Here are some imperative tips to keep in mind when writing and designing your ads:

1. No jargon. Many advertisers make the mistake of using their own industry jargon and buzz words when writing their ads. As much sense as they make to themselves, they may not be making a bit of sense to the common consumer.

Remember, your advertising isn't just targeted at your fellow

lawyer or your computer engineer friend. You are talking to administrative assistants, mechanics, artists, hair stylists and teachers. If you want their attention, speak the same language they do.

2. Smaller words, bigger impact. In an effort to look smart, we sometimes try to flex our vocabulary muscles too hard in advertising. But advertising speaks to people the same way you speak to a friend. You want to be on the same level, so don't use five syllable words in your copy. It will only come off as condescending and confusing.

After you write something, try speaking it out loud. If you sound like you are reading an excerpt from a literary essay, change it to sound more natural, like your normal style of speech. Remember, as Stephen King advises, "Never say emolument when you mean tip."

3. Don't lose your message in overly complicated copy. Searching for the message in some advertisements can be like separating sand from sugar—you really have to work to find the good stuff.

Only say what you need to say. Keep your message concise. You don't need to tout every magnificent quality of your product or service. Pick one or two of the best features and focus on those.

3. Use phrases that sell. These are familiar phrases that don't make people think hard about the implications. When they hear them, they know exactly what is being said and how to respond.

*FREE for a limited time

"Simple Messages in Advertising"

- *Try us at no charge
- *90 day money-back guarantee
- *Satisfaction or your money back

These are just a few of the simple, yet effective phrases that spark a listener's interest in your message. Notice that they are all under five words.

4. Simple ad campaigns, not just simple messages. Pick something that works and stick with it. Each time an ad runs, it builds on the time it ran before that. The secret to becoming a household name is simple—repetition, repetition, repetition.

Kevin Nunley provides marketing advice and copy writing. Spiceup your marketing with sales letters, ads, and web copy thatsizzle and sell. See all Kevin's services and free tips at<http://DrNunley.com>

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Independent Distributor

By Rusty Kaohelaulii

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A breakthrough technology allows you, in a manner of seconds, to create visually stunning 20-40 second TV-like commercial messages and broadcast them to as many recipients as you choose. Your commercials are delivered as standard email messages with no attachments, so there are no concerns regarding viruses, downloads or bandwidth. And they open and run immediately, even on slow modems.

When your customer or prospect clicks on your email message, their computer screen immediately comes alive with sound, music, photographs, streaming video, animation and graphics. You can even include your own recorded voice message, if you choose. The quality of these high-impact multi-media commercial messages is equivalent to those currently seen on national television.

Your Business Control Center provides all the tools you need to create, send, track and monitor your entire campaign. Our online commercial editor is so easy to manage that even a child can use it. You just point, click, type and press send and our technology does the rest in a matter of seconds! Your commercials can be simple and straight-forward, or made fully interactive to include your choice of multiple links, printable coupons, information capture forms, embedded documents or presentations, even your own audio or video messages.

Your Control Center also includes an easy-to-use contact manager where you can manage your own customer and prospect lists with simple point-and-click operation. We will also help you develop your

"Simple Messages in Advertising"

lists.

And that's not all. Once your messages have been sent, your Control Center automatically tracks each commercial so you know exactly how many people open, watch, click-through and respond to each message. No other advertising medium offers this advantage.

Your complete eBusiness marketing and advertising solution.

For more information, please go to: <http://masters.eworldmedia.tv>

I am not the author. I am sharing important information listed from its website.



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