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## Six Basic and Simple Ad Tips

By Pamela Heywood

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For something that is as important as life or death to your online business, I am utterly amazed by the number of "bad ads" I read daily. Many people need guidance, especially when you are new to the net, to advertising, to business ... For others, it never does any harm to go over some old ground. So here are some absolutely basic rules ips for writing email and online classifieds – to help you make them more effective.

### 1. Spell check!

This is so basic, it really should not need saying, but I can't believe the number of simple typos and spelling errors I see – and they get published as they come, which is not going to give you a professional look nor solicit responses.

Write your ads in a calm moment, check them and check them again, then paste them into the ad box. Don't type anywhere you place ads on the spur of the moment, because that way you are much more likely to make errors. Write yourself a note in an email to store your ad, then it will always be to hand.

And here's a handy guide for those 65 characters to the line:

1234567890123456789012345678901234567890123456789012345

### 2. URLs

Always put the http:// in front of web addresses. In some email programs www.yourdomain.com will not be "clickable" and people

will not be able to respond easily. If they have to copy and paste the URL into their browser rather than just hitting with the mouse, do you reckon they will bother? I don't think so: nobody has time. Give 'em instant gratification, or they'll go elsewhere for it!

### 3. Email addresses

Likewise, in order to be "clickable" in all email programs, it is advisable to add mailto: at the beginning of email addresses. Make it real easy for people to click and chances are, they will.

If you can fit both URL and email into your ads, great. Given a choice of either/or, I'd recommend you go for email. If you can keep people in "email mode" to subscribe, to get more information from an autoresponder, then your response rates will increase as well as giving you a better opportunity to get your message to them over and over again.

### 4. Write your ads in your own words

If your cloned ad reads exactly the same as the one next to it and a million others floating around the Internet daily, you've just almost guaranteed that it will be lost, forgotten and ignored. You might have been told that it was "tried and tested", but that works only for the original advertiser. After that, it's worn out, used, pre-owned!

Cant write ads? Spend some time learning, practicing, honing: this is probably THE best investment of your time that you can make.

### 5. Use your own URL

Similarly, if your ad has the same URL (just different numbers) as everyone else promoting the same "program" people will instantly recognise it, know they've seen it all before and not bother. Use your own ad in combination with your own URL and you are much more likely to hit the inquisitive nerve.

What you really should be doing here is to get a domain – all of \$13.50 per year from <http://000domains.com> and build your own site – with useful content. Then even if you are promoting a "program", let's hear why you use it, what is good about it, why we should believe YOU and join it on your recommendation. The

standard "free website" just ain't gonna cut it.

Put yourself in the shoes of the reader. If you see an ad and/or URL that is the same as the next and a million others, which one will you choose to click? Since it will give the impression, whether it is true or not, that it is just another mass-produced program-in-a-box solution, do you really think anyone will? If they do, it will only be luck and you may as well just play the lottery!

You must also use your own URL and so that there is less chance of your affiliate number being knocked off the end by cheaters who do you out of your referral commission. Good enough reason?

### 6. Don't try to sell in ads

This has got to be one of the top mistakes that people make in ads. Ads too long, trying to get the sale on the first attempt are never going to be effective and is more likely to scare people off than attract them. Keep it short, sweet and to the point. Your task in an ad is to create only just enough interest for someone to want more information.

Give 'em BENEFITS! You know, the old "What's in it for me?" – a reason to click. They don't care who you are, so that's a line saved! Don't tell them your product has XYZ widgets, tell them it will make them more sexy (or whatever, so long as it's the truth). Then do your selling in the follow-up.

Follow these few simple rules, do your homework on the ones you need to learn more about and watch your ad responses and your income rise!

Pamela Heywood is webmistress of <http://www.tucats-design.com> Get our new free eBook, Get The Most From Ezine Advertising A collection of the very best tips, articles and resources to allow you to get the results you want from this cost-effective advertising medium. For Windows 95/98 838 KB <http://www.tucats-design.com/eacz/eacz.html>

## **Dog Training Tips**

**By Fayola Peters**

Dog training requires simple persistence to be a successful and delightful experience for you and your dog. Here are 8 dog training tips to guide you along the way.

## Six Basic and Simple Ad Tips

### 1. Dog Training Tips – Get your dog's attention

Before you can start training your dog you first need to get its attention. You can do this by talking to him and offering him a small treat.

### 2. Dog Training Tips – Use the correct dog training supplies

If you have a well behaved dog a six foot training lead and a regular buckle collar will do. However if you dog is uncontrollable you should use a training collar. For the right collar size measure the dogs' neck and add 2 inches.

### 3. Dog Training Tips – For safety in vehicles

Before you introduce your dog to the inside of a moving vehicle you should teach him the 'down!' and 'stay!' commands. This ensures that he spends the ride on the floor of the vehicle.

### 4. Dog Training Tips – Elimination

When your dog got to go it got to go. To prevent your dog from getting busy on the carpet you should train him to eliminate on command.

### 5. Dog Training Tips – Praise

Always praise your dog when he learns a new command.

### 6. Dog Training Tips – Reprimand

Do not hit your dog! Any time your dog is engaging in bad behavior, use the opportunity to teach him the 'stop!' or 'no!' command. Using the 'stay!' command can also be effective in these situations.

### 7. Dog Training Tips – Play with your dog

This will help in building the bond between you and your dog.

### 8. Dog Training Tips – Do some dog training everyday

Don't rush dog training. Teach your dog one command at a time and don't move on until he gets it. A little dog training everyday is all that's needed.

Well that's it for my dog training tips. Enjoy training your dog and remember that it takes simple persistence.

Fayola Peters is the webmaster of

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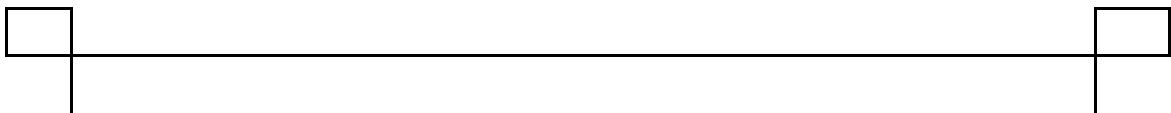
Do you want to be able to take your dog anywhere, and KNOW that he'll listen to you... even if tempted by another dog, a cat, or even a piece of food??? Then check out: "Secrets of a Professional Dog Trainer: An Insider's Guide To The Most Jealously Guarded Dog Training Secrets In History!" By Adam G. Katz, Owner of South Bay K-9 Academy and Dog Problems.com. For more information, go to:

Dog Training Tips  
Skin Care Tips For Your Type Of Skin  
Domain name registration  
Investing Tips For Beginners  
Five Snake Care Tips for Beginners

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