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**The Ad Writers Tip List**

**By Wild Bill Montgomery**

**The Ad Writers Tip List by /"Wild Bill/" Montgomery**

Whether you are a seasoned copywriter or writing your first ad, you must understand and relate to "How People Think, Feel and Respond".

You must also know the common sense tips and tricks that will help you create killer ad copy.

Following is a list of key elements of writing successful ads:

- Appeal to the reader's emotions and instincts.
- Must convince even the most hardened skeptics.
- Overcome any objections the buyer may have.
- Use power words that literally force people to act.  
<http://216.147.104.180/powerwords.shtml>
- Capture and keep the reader's interest.
- Appeal to the reader's ego and self-interest.
- Show the facts and proof of your claims.
- Help the reader justify the purchase.
- Write copy that coincides with current attitudes in your target group.
- Motivate you reader to buy NOW.

## The Ad Writers Tip List

- Use "special" benefits to make your product more attractive.
- Make your reader believe in you.
- Ad copy must relate and communicate like average people.
- Know what your target market really wants.
- Be able to easily lead into your back-end offers
- Emulate other successful (but not over used) ad copy structures.
- Make your product so attractive that your reader has no choice but to buy.
- Remember that your HEADLINE is the most important part of your ad.
- Write, re-write and re-write and re-write and re-write again...

These are the various techniques and rules of reason used by the professional copywriters to develop successful advertising campaigns.

I would like to impress upon you however, the importance of HEADLINES. No one will read the ad copy that you have spent countless hours researching and re-writing, if you don't grab their attention with a great Headline. It may take you dozens of tries before finding that one Headline that will have the Attention Pulling Power that you need to get your ad read.

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### **Make the Most of Your Mentoring Relationships**

**By Judith Lindenberger**

Mentoring is one of the best ways to learn, to get feedback, and to take your career to the next level. Here are ten tips for making the most of your mentoring relationships.

Tip #1

Self-assess. Ask yourself, "What skills do I need to get where I want to go?"

Tip #2

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Identify your learning goals. Put them in writing.

### Tip #3

Decide together how the mentoring relationship will work – frequency and type of contact.

### Tip #4

Commit the time. Don't give up if the chemistry doesn't feel right at the first meeting. Meet a minimum of once per month. Touch base regularly – by e-mail, phone, in person.

### Tip #5

Take time to build trust and communication. Get to know each other on a personal level. Discuss your backgrounds, interests, career histories, and perspectives of your organizations.

### Tip #6

Keep confidences. Nothing kills trust in a mentoring relationship faster than a breach of confidence.

### Tip #7

Be sensitive to cultural and gender differences. Do a little homework. And listen.

### Tip #8

Understand and plan for the phases of a mentoring relationship. Build in time for evaluation and closure.

### Tip #9

This is about learning, whether you're a protégé or a mentor. Keep a journal.

### Tip #10

You don't need a single mentor who you keep throughout your career. What you need is a mind-set that allows you to learn from those around you, no matter who they are. To get ahead, create your own multitalented "board of advisors."

Judith Lindenberger MBA has a distinguished career in human resources consulting and is recognized for her innovation and excellence. The Lindenberger Group, LLC provides results-oriented human resources consulting, organization development, customized training workshops and personal career training to help individuals and organizations improve their productivity and performance. The Lindenberger Group is a two-time recipient of The Athena Award for Excellence in Mentoring. Contact them at 609.730.1049 or

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