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## 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>

## **The Monsters Out Of The Cage – Part 2**

**By John Colanzi**

### **The Monsters Out Of The Cage – Part 2 by John Colanzi**

In part one of this article we covered why electronic publishing is such a powerful breakthrough, allowing even the new online marketer to cash in.

If you missed part one you can get a copy via autoresponder.

## The Art Of Writing Powerful Classified Ads

Mailto:monster1@internet-profits4u.com

For the purposes of these articles we're going to assume you've either written your own ebook, are a reseller for the author, or you've purchased the resale rights to a book.

You've got your money machine, how do you get it to start spitting out cash.

Here's a simple step by step plan to getting started on a shoestring budget and reinvest profits to grow your money tree.

Step 1:

The first thing you'll need is a collection of classified ads that will peak the readers interest and take action.

The purpose of the classified is to get you the lead. It's not designed to make the sale.

If you'd like to learn how to write powerful classified ads download a free copy of "How To Make A Fortune With Classified Ads" at: <http://johncolanzi.com/classified.exe>

The classified ad is the most powerful tool in your arsenal. They're low cost and carry a big punch.

Step 2:

You've got your classified ads ready to start pulling in the leads, now you'll need a powerful sales letter to close the sale. Sales letters are an art in themselves.

If you haven't written sales letters before, the best place to start is by reading "Million Dollar Sales Letters". This

famous book contains 15 powerful sales letters that have created millions of dollars in sales for companies such as the Wall Street Journal.

Find a sales letter that fits your offer and customize it to fit your style. You can download a free copy of this awesome book at: <http://johncolanzi.com/letters.exe>

## The Art Of Writing Powerful Classified Ads

Ok. You're almost there.

\* You've got the next sure-fire best seller.

\* You've got the attention grabbing, lead generating classified ads ready to work their magic.

\* You've got your million dollar sales letter ready to close the sale and start filling your inbox with orders.

Wow! We've come a long way. In part 3 we'll work on setting up your order grabbing direct response web site.

In the words of Hannibal Hayes from the A Team, "I love it when a plan starts to come together."

Wishing You Success

John Colanzi publishes the "Street Smart Marketing" newsletter. To subscribe <mailto:ezmailer-subscribe@listbot.com> If you want to cash as an e-publisher and make 100% profits visit: <http://www.internet-profits4u.com>



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