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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!**

**The Beginners Guide to Writing Classified Ads**

**By Keegan Michaels**

The Beginners Guide to Writing Classified Ads by Keegan Michaels

One of the best ways to get your business noticed is through classified ads. These are the short, simple, ads you see on the back pages of newsletters and between the articles in ezines. They are usually cheap, sometimes even free, and easily accessible. There are countless web sites, newsletters and ezines that accept and print classified ads, and hence thousands of people you can reach through this simple method of advertising.

You can't just write anything though. Just like any other business ad or sales letter, your copy must be well thought out to be effective. The trick to writing classified ads that really sell, is to state all your essential information with just a few choice words.

To ensure that your ad will be read and responded to, follow these steps:

1. Write a rough draft firsts using complete sentences, saying absolutely everything you want to say, then start cutting. Take out any non-essential words. Use action words and short phrases. Eliminate anything that's even slightly repetitive.
2. Make sure you have a catchy headline. Sum up the main selling point of your business or product with one short sentence. Then give a little detail, but not too much. Keep it short.

3. Always include your phone number and url in the last lines so that people can contact you or access your site immediately.
4. Write several versions of your classified ad then pick the best ones.
5. Test your ads. Run a few of them on free sites first to see which ones get a response. Be sure to include a code in the ad info so you will know which ad produced the response.
6. Once you find an ad that works well, keep using it. Just because you're bored with it doesn't mean the audience is. They don't see it nearly as often as you do.

Using classified ads can be quite rewarding, and doesn't have to be difficult. Just follow these steps, and you just might find your business booming.

Keegan Michaels helps people get ahead in the affiliate marketing world. Read all his super effective tips at: <http://AffiliateTeacher.com>

### **Put Some Punch In Your Classified Ad**

**By Kevin Nunley**

Put Some Punch In Your Classified Ad by Kevin Nunley

Classified ads are the world's number one cheap way to advertise. They cost just a fraction of a large print ad. And you get your classified ad in everything from an email newsletter to USA Today.

Most classified ads are either hard to understand or not terribly exciting. To get sales, you need people to immediately understand your offer. You also need to build a bit of an emotional fire under them.

Start each sentence with an action word. Get this..., Save now..., Click to...

Make your sentences as short as possible. Incomplete sentences are ok. Two words. Fine. This fills your ad with energy and builds excitement.

## The Beginners Guide to Writing Classified Ads

When possible, include a quote from a past customer.  
People believe other customers before they believe you.  
It's human nature.

I knew a guy who built himself a fine retirement by marketing his self-published book with classified ads. He started out with an ad in one magazine. When he had made his money back, he put an ad in more magazines until you couldn't look through a newsstand without seeing his ad.

Kevin writes your sales copy, press release, or article AND gives you marketing advice at <http://DrNunley.com/copywriting.htm> Reach Kevin at <mailto:kevin@drnunley.com> or 801-328-9006.



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