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Understanding The Basics Of Advertising

By Craig Valine

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I get the L.A. Times delivered to my door every day, but I don't read it for the articles. It is a Pulitzer Prize winning newspaper, but the articles just don't interest me. Unlike most people, I read the paper for the advertisements because there is a lot to learn from them.

Over 90% of the ads run in the Los Angeles Times are horrible! Most of the ads I see are either ego-driven, have no headline, have no call to action, don't appeal to what the buyer is truly looking for or needs help with, or they're trying to be clever for clever-sake, and fail miserably.

When writing copy, I live by this premise:

"The purpose of advertising is to sell something."

Advertising is like an investment that you hope to get a great return on. However, most people treat it like they're playing Roulette in Vegas and bet all their money "on black."

The basics of good copy is to think in terms of words that sell.

Following are some basics in advertising that should help you make your advertising more effective.

1. Concentrate on your prospects. In the end you must persuade him/her no matter what method you use. And to do that, you must understand how he/she thinks.

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2. Know your product – its materials, its manufacturer, its use, etc. Know its features inside and out.

3. Find the problem your product solves. The solution would, of course, be the benefit. It may be a mental, spiritual, physical, or financial benefit, but as advertising legend Maxwell Sackheim once said, "your product must have an excuse for its existence."

4. Never start writing your advertisement until you're totally excited about the task at hand. If you're not excited about

your product, it will come out in your writing, and hence, the lack of results your ad produces.

5. Advertising is essentially news. Your ads must inform, educate, enlighten, inspire, or promise a reward for taking action. Apply your USP (Unique Selling Proposition) to your news angle. The USP works great as a news angle because if you're the ONLY one in town that does, isn't that news? If you have the lowest price in town and you tell them why you can beat every one else, isn't that news? It sure is. Ads should educate and inform, as well as persuade and move people to action.

Understanding these basics of advertising will put you head and shoulders above your competition. Why? Because in my blunt opinion, 90% of all advertising stinks! And, most business owners (and some advertising agencies) don't understand that "the only purpose of advertising is to sell something."

To learn how to write hard-selling copy and to master the basics of advertising from a world-class copywriter, get Joe Vitale's new course, "Advanced Hypnotic Writing" at:
http://www.roibot.com/adhyp.cgi?R29882~_campaign

Craig Valine is the publisher of the The AwfulMarketing Alert Newsletter, "Where you learn GOOD marketing strategies by looking at those who do it really BAD." To subscribe his free newsletter, go to:
<http://awfulmarketing.com/ezinesubscribe.htm>

BACK TO BASICS

By Debbie Solomon

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We all read tons of literature on pertinent marketing information that is valuable to our business. With all the tools and resources available to us, it is hard to keep up with all the trends of the internet.

So, I am going to take you back to the drawing board. The Basic elements that is necessary to get your business off the ground. Once these basics are established, then you can begin to build upon them. However, these basics are the foundation of your business and must be applied appropriately before you can continue.

The 5 Basics of your business Foundation is as follows:

- 1.) Your Product or Service
- 2.) Your Business Plan
- 3.) Your Website
- 4.) Productive AD copy
- 5.) Effective Advertising Plan of Action

1.) YOUR PRODUCT OR SERVICE

- You cannot have a business without a Product or Service to offer.
- You need something that you will stand behind and guarantee.
- Never start something because you feel it is easy money. There is no such thing.
- If you participate in affiliate programs, be sure that you utilize the product yourself. How can you sell something you do not use yourself?

2.) YOUR BUSINESS PLAN

- A business plan is a Plan–Of–Action. An Agenda, A List of Goals.
- This is your guideline of how your business is to be run.
- Your business plan must include the following:
 - = State Your Objectives
 - = Situation Analysis (research business environment and competition)
 - = Target Market
 - = Positioning (the image of your product in the consumers eye)
 - = Market Mix
- Product, Place, Promotion, Price

3.) YOUR WEBSITE

- It is proper business etiquette to have your own domain, even if you are part of an affiliate program.
- Your site must be professionally designed.

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- = no neon, no flashing lights, no fluorescent colors
- Your site must have multi browser compatibility.
- You must accept major credit cards on your site.
- Your site must have rich keyword content for search engines.

4.) PRODUCTIVE AD COPY

- Your AD copy must be to the point
- Do not promise what you cannot provide
- Original AD copy draws attention
- Always refresh your AD copy and keep it energized
- Use captivating headlines
- Do not over use CAPS or exclamation points.
- An AD is an invitation, so keep it short and beneficial.

5.) EFFECTIVE ADVERTISING PLAN OF ACTION

- You will not sell your product if you do not advertise.
- FFA Links and Free Classified Ads should NOT be part of your plan of action. They do not work.
- Ezine and Newsletter Advertising is most effective.
- = Find ezines that have been in frequent publication for at least a year.
- = Small subscriber base ezines also work. You pay more for the larger ones, but your AD is seen by many more too.
- = Find ezines with your target market
- = Track your Ads
- Implement a monthly advertising budget.
- Write Articles of your expertise– not an advertisement and send it to ezine publishers who accept them.
- Write Press Releases
- List your business in business directories

Once you have the basics laid out for your business, you can further your knowledge with essential information to keep you in tuned with the marketing world.

Please remember that without these basics, you do not have a foundation. Without a foundation, your business will crumble.



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