

WRITING LITTLE CLASSIFIEDS THAT PAY OFF BIG!

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By Grady Smith

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Right now, I want you to make a choice...

Are you going to sit by with mediocre advertising results, or are you going to invest a little bit of time to assure every classified you write has the pulling power of a 350 horse power money generating, engine?

The reality of ads is most people do not use them effectively. And bottom line, an effective classified ad is the workhorse of your businesses.

So, are you using these little wonders to your full advantage?

Can you comfortably invest \$100 in ads with the assurance that you'll pull in \$1,200 or more?

If not, then there's a world I'm about to open to you. And the secrets you're going to learn have the potential to literally shatter your belief that you need to spend a lot of money and place thousands of classifieds to turn any real profits.

**STEP ONE: GRAB THEM WITH YOUR HEADLINE!**

Forget about cleverly designed sentences and trying to wow readers with your selection of words.

Your headline has one job, and that's to draw the reader in to the rest of your advertisement.

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Any headline you write should make your offer stand out from the rest, stop the reader dead in their tracks, and make them curious.

So, what makes people stop and want to learn more about your offer?

It speaks to them directly, and then it proposes a solution to a problem.

When writing your headline, you need to ask yourself these questions. Do you have your target prospect in mind while writing the headline, and will it make them want to read more? Does it

offer a solution to a problem that's nagging your visitors?

Once can answer yes to both question, then you're ready to move on to step two.

### STEP TWO: DON'T TRY AND CLOSE THE SALE YET!

Never, and I mean it; try to close your sale from a simple classified ad. It just doesn't work that way. Classifieds are short and there isn't enough room for you to list your major selling points.

Instead, you want to simply introduce the reader to your offer and communicate the strongest benefits and how it will help them. Create a little excitement here. Give the reader only enough to build curiosity so they're driven to find out more.

### STEP THREE: TELL THEM WHAT TO DO NEXT!

People will follow when you lead. So tell the reader exactly what they need to do.

Trying to get information in front of your prospect? Tell them how they can get it. Want them to sign up for your newsletter? Show them what they need to do.

By stating in simple terms what to do next, the now interested reader will follow. And if you followed these suggestions, you'll have classified ads that lead the reader to their pot of gold every time.

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Grady Smith is a high response copywriter offering sales letters, classified ads, and autoresponder series all at prices you can afford and designed to set your profits on fire. Visit his site for your FREE copywriting newsletter and ebook. Go now: <http://www.cheap-copy.com>

### **How To Write Ads That Get Results!**

**By Tina Barraclough**

You've got approximately 0.5 seconds to grab someone's attention with a classified ad.

That is not much time for you to convince someone with your ad (s). You can dramatically increase your results with your ad (s) if you know how to write an ad to get results. Knowing how to write an ad that not only grabs the readers attention, but convinces them is the key to any ad.

Below I have listed some tips for you to follow when writing an ad, that can increase your results for your ad. Try some or all of them and see what works for your ad (s).

(1) Look at other people's ads for some ideas. When looking at these ads think about what caught your attention as well as what didn't. By doing this, you will see what kind of ad that you need to write that will bring you results.

(2) Think about who you want to target with your ad. For example, let's say your ad is promoting a home business opportunity, then you obviously would only want to target people who are looking for such opportunities. Your ad would not be effective for someone who is not interested in a home business opportunity.

(3) The headline to your ad is THE most important part of the ad. The headline should be no longer than 5 to 7 words. Use "Action" verbs that catch their attention or ask a question to catch their attention. For example, " Would you like to quit your job?" Type the headline in all caps or cap the letter of every word to get the readers attention.

(4) I have noticed that if you have something "Free" to offer the reader, this usually will catch their attention right away. For example, maybe you could offer them a free e-book about home businesses, etc.

(5) Keep your ads brief. Do not give the reader too much information. Most people will not read ads that are long and full of hype. When writing your ad, what you want to do is only use a few descriptive words to simply state what you are selling or offering, but still pique their curiosity.

(6) Do not use all caps in your ad (s). When you use all caps it makes the ad hard to read, and is also considered as yelling. Most people will consider this as being rude and will not look at what you are offering.

(7) Always make sure you end your ad (s) by telling the reader exactly how to respond to your ad (s). Keep it simple and easy, make sure you have included your e-mail address and website address if you

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have one.

(8) Always proof read your ad (s) before you place them anywhere. Also, make sure your web and e-mail addresses are correct and in working order. Your ad (s) will not be worth anything if it has the

wrong contact information. This is one of the main reasons why an ad may have poor responses.

(9) Revise and test your ad (s) over and over again until you write an ad that works for you. You should only test one revised ad at a time, this way you will know which one of your ads is working and where.

If you would like to learn more about ad writing, I have listed some places where you can find tutorials on ad writing.

Free tutorials on copywriting, web content, advertising, internet ...

LINK-MAIL: Classifieds and FFA's – Tips, Tutorials & Submission ...

CIWSS – Ad Writing

Once you have written an ad that you are pleased with, you will need to start placing classified ads. Free advertising does work, but it requires a lot of work and in time you will start to see results. Below I have listed some places for you to place your ad (s). To find places where you can place your ad (s), go to your favorite search engine and type in "free classifieds", "home business classifieds", "work from home classifieds", etc.

The Ultimate Guide – Classifieds2000.com

AZ Free Classifieds Ad Listings

1 Stop Free Internet Classifieds

Home based business resources

Business Opportunities Classifieds Online – Small Business ...

Free Classified Advertising And Promotion

Home Business Opportunity Resource Site

Home Business Online, The Work-from-Home Clearinghouse for the ...

Work At Home! Work From Home Jobs! Home Business! Make Money At ...

Cutting-Edge Work at Home Business Opportunity

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### Free Classifieds

Tina Barraclough is a stay at home mom and owner of

Visit

her website for Business Opportunities, free e-books, Business Articles, etc.

How To Write Ads That Get Results!

7 Ways To Promote Your Business—FREE!

4 STEP FORMULA FOR HIGH PROFIT CLASSIFIED ADS!

Free And Low Cost Ways To Market Your Website

Gone Fishing ???

The Classified List

Write Around The World FREE!

24 Prophecies fulfilled in 24 Hours

The Great Big Book of Internet Marketing

Pure Profit Software



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