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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!

Ways To Improve Your Ad Copy

By Robert Kleine

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1. You could decrease or increase the length of your ad copy. There is no rule on how long your ad copy should be unless space is a consideration. The ad should be long enough to sell your product.
2. You could add some sub headlines on your ad copy. Sub headlines act just like headlines; they grab the readers attention. They'll keep the readers interested as they continue to read your ad.
3. You could ask your reader questions through out the ad copy. They will answer the questions in their own head as they read your ad copy. The questions you ask should persuade the reader into buying.
4. You could highlight keywords through out your ad copy. The keywords should be attractive to your target audience. You could highlight them with color, underlines, italics, etc.
5. You could bullet or indent your benefits on your ad copy. Most people won't read a whole ad copy, so make your products benefits standout and you won't lose the sales from all the skimmers.
6. You could change the size of your text on your ad copy. You want to make your text large enough so it's not hard to read. You also want your headline and major points to be larger so they will standout.

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7. You could raise or lower the price on your ad copy. A higher price could increase the perceived value of your product and a lower price could lessen your product's value.

8. You could add proof of results on your ad copy. You should include testimonials, endorsements, and factual statistics to prove your product's claims.

9. You could add special offers on your ad copy. It's usually easier to sell the offer than the product.

improve your life and find your happiness. Only 9.95Seven ways to improve your life and find your happiness.

You could use discounts, free bonuses, volume sales, etc.

10. You could eliminate the hard-to-understand jargon on your ad copy. Unless your product calls for technical words, you want your ad to be read without people pulling out a dictionary.

Robert Kleine is the owner and webmaster of OpportunityKnoxx

where you will find thousands of free webmaster resources, free ebooks and software.

10 Ways To Lose A Sale!

By Larry Dotson

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1. You don't make people feel safe when they order. Remind people that they are ordering through a secure server. Tell them you won't sell their e-mail address and all their information will be kept confidential.

2. You don't make your ad copy attractive. Your ad lists features instead of benefits. The headline does not attract at your target audience. You don't list any testimonials or guarantees included in your ad.

3. You don't remind people to come back and visit. People usually don't purchase the first time they visit.

Ways To Improve Your Ad Copy

The more times they visit your site, the greater the chance they will buy. The most effective way is to give them a free subscription to your e-zine.

4. You don't let people know anything about your business. They will feel more comfortable if they know who they are buying from. Publish a section called "About Us" on your web site. Include your business history, profile of employees, contact information etc.

5. You don't give people as many ordering options as possible. Accept credit cards, checks, money orders, and other forms of electronic payments. Take orders by phone, e-mail, web site, fax, mail, etc.

6. You don't make your web site look professional. You want to have your own domain name. Your web site should be easy to navigate through. The graphics should be related to the theme of your web site.

7. You don't let people read your ad before they get your freebie. When you use free stuff to lure people to your web site include it below your ad copy or on another web page. If you list the freebie above your ad they may never look to see what you're selling.

8. You don't attract the target audience that would buy your product or service. A simple way to do this is to survey your existing customers to see what

attracted them to buy. This information will help you improve your target marketing and advertising.

9. You don't test and improve your ad copy. There are many people who write an ad copy and never change it. You have to continually test and improve your ad copy to get the highest possible response rate.

10. You don't give people any urgency to buy now. Many people are interested in your product but they put off buying it till later and eventually forget about it. Entice them to buy now with a freebie or discount and include a deadline date when the offer ends.

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The Joint Venture Marketing Directory! Find tons of online businesses, web masters and e-zine publishers that want to joint venture and barter with you! Visit: <http://www.1dpublishing.com>



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