

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Why I Like The Ads I Hate!

By Yvonne Finn

Why I Like The Ads I Hate! by Yvonne Finn

Why I Like The Ads I Hate!

It's been said that the antidote to liking/loving is not hating,
but indifference.

So, when an ad makes you angry or disgusted or evokes any other strong emotion, it has done it's job.

That is what advertising is supposed to do! Isn't it?

There is an advertisement currently running on T.V. that makes me so disgusted that I even spent quite a few minutes last night, discussing it with my sister,

The ad is for a well known brand of toothpaste that is being recommended for people with sensitive teeth.

Nothing wrong so far.

There are plenty of people with sensitive teeth and I have no personal knowledge of the truthfulness of the claims made by the manufacturer.

My objection is with the presentation of this product.

There is a beautiful women, dressed only in camisole and under wear parading around as she touts the benefits of using this product.

There is nothing wrong with that either, and I am no prude

But what is the connection?

Do you have to be beautiful, female and barely dressed to benefit from this toothpaste?

Why I Like The Ads I Hate!

I am sure the manufacturer would not want to limit his market to that niche only.

What a waste of his advertising money?

It is getting harder and harder to get your message noticed, with so many other products vying for the same market shares that you're after.

Why get that consumer's attention, only to then turn them off or away, with an inappropriate advertisement?

So, I like this ad because it certainly demonstrates that advertising gets you noticed and talked about.

It is up to you. however, to target your market appropriately and benefit from your hard won exposure.

P.S. By the way my sister hates the ad, too!

Advertising is like beauty, you need to strike an almost perfect balance with each to achieve and maintain the desired results/effect. Yvonne invites you to get your free beauty balancing tips at here website:<http://www.herbalhealthyskin.com>

Ask Mr. D – Pop-Up Ads

By Bill Daugherty

Ask Mr. D – Pop-Up Ads by Bill Daugherty

Dear Mr. D,

It seems like everyone on the net is talking about pop-up ads. A lot of people hate them, but a lot of other people seem to do real well with them.

My question is, do they really work as great as some people say? And one more thing, what do you think about pop-ups?

Signed,

Curious

Dear Curious,

Love them or hate them, the fact of the

Why I Like The Ads I Hate!

matter is – pop–up ads and pop–under or pop–back ads are enjoying an amazing success. The reason for their success is the same reason they are so hated by some – they cannot be ignored like most other types of ads.

Personally, I don't mind pop–ups as long as they are used in moderation. But, I hate it when I visit a site that drowns me in an avalanche of the things.

By the way, I use the little critters myself, but in moderation. If you decide to install them on your site, I think you will find them to be very effective. But, I urge you to use them sparingly.

Be sure to let me know how it goes if you decide to them a try.

Bill Daugherty. Do you have an advertising or marketing question you'd like to see published in this column? Send it to <mailto:MrD@epm.zzn.com> You can visit Mr. D's website at: <http://www.freadsgalore.com>



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!