

6 Tips To Create Effective Solo Ad That Pulls Results

By Arina Nikitina

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How many times have you... heard that running solo ads in ezines is the most effective way to advertise? Every single marketer swears that solo ads can bring you big profits.

Well, I've been placing solo ads in various marketing ezines for 5 months now. And I have to agree: solo ads work...

...if you know HOW to use them.

How to write effective solo ad I've learned the hard way. I've lost \$527.00 in my first two months. Now, here is the good news: you don't have to waste your time trying to figure out how to create a good solo ad. I've done it for you. :)

By following these six tips you'll be able to create solo ads that produce incredible results.

1. Choose the ezine you want to advertise in very carefully.

Don't only consider ezine size. The truth is that smaller ezines produce better results than ezines with large subscriber base. I always prefer to run my solo ad in ezine with 8,000 subscribers than in ezine with 100,000. Not because it's cheaper, but because small lists are usually more responsive.

Before buying the ad in any ezine read a couple of issues. Does it provide readers with quality content? Does it show the personality of its editor? Would you subscribe to that ezine?

Advertising in poor quality ezines is a waste of money. No one is reading them anyway.

2. Get the readers attention with the headline.

It is very important to make sure that you can add your headline in a subject line of solo ad. If the subject line reads "Our Ezine Solo Ad" most of subscribers won't open it. You have to add your *attention grabbing* subject line.

Headlines like "Check this out" or "Here is my new product" won't work.

Get their attention! Spark the desire to learn more! Give them a *reason* to open your email.

Bob Leduc wrote a great article "How To Create A Captivating Headline". You can find it here: <http://online-internet-marketing-strategy.com/headline.html>

3. Don't sell anything in your ad.

Yep, you've read it right. Do not sell anything in your ad. Your main goal there is not to create a sale, but to create a lead, create a prospect who will buy from you later.

Would you prefer to generate 3-5 sales or to get 300-500 prospects ready to buy from you?

Offer free trial, free report, free ebook, free ecourse. Give away something valuable first. Create a prospect list. Establish relationships. And then *suggest* your product. Using this simple technique I achieved 10-15% conversion rate with my ecourse.

4. Make your ad easy to read.

Readers usually scan the message. They are busy, they don't have time to read your ad in complete details. It is your job to make it as easy for them as possible to scan it.

Use a short paragraphs. Use short sentences. Like this.

Use simple words. Don't forget that subheadlines work great. As well as bullets. Often subheadlines and bullet list is all that people read.

5. Tell the benefits.

If you offer something for free that doesn't mean that all the readers will jump into your offer automatically. You have to "sell" your free stuff too.

Tell me why should I bother and subscribe to your ecourse? What's there for me? Will I improve my life? Business?

Write down the complete list of benefits. Then make every benefit as powerful as you can. Use a power words. Give details.

And then put all your benefits into a bullet list. You're almost ready!

6. Create sense of urgency.

Make the readers act now. Tell them that tomorrow will be too late. Cause you've got just 50 free copies. Or they will be available only till midnight.

Give them a reason to act now. Explain why there is no time to procrastinate. Create a fear of loosing, create a sense of limited availability. That always works great.

Now you know everything you need to create a killer solo ad that pulls amazing results. All you have to do is to put it into practice.

Arina Nikitina is the author of exclusive report "The Guru's Secret Formula To Creating Massive Online Cash Flow". For a limited time the report is available fr.ee of charge here:

<http://www.online-internet-marketing-strategy.com>

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