

Internet 101: Here's Your Instant Success Formula For Writing

Super-Effective Ads and Salesletters!

By Dave Turner

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"The more things change, the more they stay the same". That saying couldn't be more true, especially when it comes to writing ads and salesletters.

The same things that worked fifty years ago, continue to work today. Yes, times have changed and technology has changed, but people haven't. At least, not the way we react to an effective advertisement.

When writing an ad or salesletter, there are two critical points you must NEVER, EVER forget:

1. Most people don't make a buying decision based on logic. They make a buying decision based on their emotions.
2. People don't want to feel like they're being coerced or pushed into anything. They want to feel like they arrived at a buying decision completely of their own free will.

Go back and read point number two again. That's a very fine line. But you MUST learn the distinction, if you want to master the art of writing effective sales material.

Actually, writing effective sales material is quite simple, really. In fact, I'm going to teach you all the basics in this article today. And if you consistently apply those basics, you'll see your income skyrocket!

Here's the key: You MUST write every single ad and salesletter using the following classic AIDA formula:

A=ATTENTION
I=INTEREST

D=DESIRE
A=ACTION

Let's break down each letter, so that you can understand the full import of the formula:

A=ATTENTION: The very first thing your ad or salesletter must do is get your prospects attention. The very best way to do that is with an effective headline.

So, what's an effective headline? An effective headline is any headline that answers this question: "What's in it for me"? That's all your prospect really cares about. What's in it for him? Here's an up-to-the-second example of an effective headline: "Here's Your Instant Success Formula For Writing Super-Effective Ads and Salesletters"!

So, what makes the title of this article an effective headline? Two things: First of all, I answered the "What's in it for me" question. Secondly, the headline made you read this article.

And that my friend is the whole point! You want prospects to read your sales material!

Now, we come to the second letter in the aforementioned AIDA formula: I="INTEREST". After you get your prospects attention, you want to get him "INTERESTED" in your product or service. You do that by immediately telling him what your headline promises. You don't waste his time with a bunch of fluff and garbage that nobody but you cares about.

Tell him what he wants to know, starting with the very first paragraph, and continue to tell him, right through to the very last paragraph. If you keep him interested, he'll keep reading, right to the very end.

Next comes the third letter in the formula: D="DESIRE". You have to make your prospect "DESIRE" your product or service. And the way to do that is with benefits, benefits and more benefits!

Remember, just keep telling him what your headline promised. Also, tell him what he stands to gain by purchasing your product or service. More importantly, tell him what he stands to lose, if he doesn't purchase.

Push his emotional "hot button", by using magic selling words like, new, save, amazing, free, guaranteed, security, no-risk, look younger, feel better, etc.

Now we come to the last letter in the formula, but certainly not the least: A="ACTION". You want to close your ad or salesletter with a call to action! In other words, ask him for the order. It's important to ask for the order at least three times, preferably six.

Here are a few examples of effective closes:

1. "Just click on the button below to order NOW, Risk-Free"!
2. "To get your FREE website, Order NOW"!
3. "Don't waste another minute! Order NOW"!

Something else that's very effective is to include a post- script (P.S.) at the end of your ad or salesletter. Your post- script should include an enticement of some sort, to get the prospect to order NOW. You should also use the post-script as a final call to "ACTION"!

Here's an example of an effective post-script:

P.S. "Don't forget, if your order within the next ten days, you'll also receive a genuine leather wallet absolutely FREE, with your full name embossed in gold lettering! Order NOW!"

You can also use a post script to tie everything together, by summarizing your most important benefits.

Another reason that you should use a post-script is strictly elementary. Studies have shown that most people, when reading an ad or salesletter will read the headline and then immediately zoom right down to the bottom of the page to see if your offer is anything that they'd be interested in.

Anyway, that's it. That's "Your Instant Success Formula For Writing Super-Effective Ads and Salesletters"!

Follow the formula faithfully and it will rarely let you down.

And when writing your ads and salesletters, ALWAYS, ALWAYS, ALWAYS keep in mind that one question we all want to know: "What's in it for me"?

Til next time...

Dave Turner is a writer and entrepreneur with over twenty years of business and marketing experience. Questions? Comments? Dave can be reached at <mailto:dave@freebizadvice.com>
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