

Get Maximum Results With Your Classified Ads

By Elizabeth Sinclair

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Classified Ads Promotion <http://www.classified-promotion.com>

All sales begin with some form of advertising. To build sales, this advertising must be seen or heard by potential buyers, and cause them to react to the advertising in some way. Whether your ad is a success or failure reverts back to the ad itself. Generally, you want your classified ad to do one of the following:

- a) Persuade the person reading your classified ad to immediately go to your website with the intention of buying your product or service.
- b) Persuade the person reading your classified ad to write or send for more information about your product or service.

The bottom line in any ad is quite simple: To make the reader buy the product or service you are selling. Any ad that causes the reader to only pause in their thinking, and does not persuade the reader to act immediately, is not going to be a successful ad.

The "ad writer" must know exactly what he/she wants the reader to do, and any ad that does not elicit the desired action is an absolute waste of time and money.

Respond to the readers unconscious mind by using strong emotional words in your headlines such as;

Discover - Secret - Private - Sex - Money - Love - Breakthrough
- Home - New - Free - Power - Revealed - Magic - Fear -

These types of words in a headline instantly attract the attention because they are strongly connected to our emotions. I have tested many of those above with astounding success. A person's unconscious mind can *SEE* and *RESPOND* to these keywords passing by fast on a screen or in a newsletter.

Target your classified ad to the audience interested in your product or service. You will be wasting your time and money if you don't know who your target audience is. There are hundreds, if not thousands of classified ad sites and ezine directories which are categorized by subjects and/or interests. Define your target audience and then submit your classified ad.

How fast do you scan a list of links? Watch close and you'll see the same thing happening within yourself. Our minds somehow instantly see what we are most interested in and we'll back up and say " I thought I saw that" and proceed to click on that link! Our inner minds are tuned to instantly spot what we desire most at the time.

Using emotional words along with targeted keywords will make your headlines and ads pull the maximum response possible!

Discover a wealth of information in "How to Turn Ordinary Ads into Money Pulling Magnets." New Ebook created by Elizabeth Sinclair comes with complete Resale Rights. Download today. <http://www.classified-promotion.com>

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