

I use this to increase sales, its simple.

By Emma Okafor

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A well written ad is the bedrock for any profitable business. As a result there are thousands upon thousand lessons been written for good ad writing. Some approaches don't give results when you apply them. While others are so lengthy you don't remember anything after reading them.

This means for any profitable ads, there must be a good writing approach used. So what's the best approach for profitable ads or any business? The best approach must be simple to write, easy to remember and pull instant result!!!

Funny enough this approach has been ignored or paid little attention to, but it's something have within yourself. This article will show you how to unlock that thing within you and make you the best ad writer you could be.

If you must succeed you need to give top priority to this one and only rule, "your view". This means putting yourself in the shoes of the reader. Lets start with an example. The headlines. If your given twenty ads, of the same content but different headlines to read, which one are you likely to read? You are going to choose the one that catches your fancy. That's exactly how other readers will behave. Your headline must be EYE- CATCHING.

Now you've gotten your readers attention. You must interest him in your offer, show him how he can get what he wants and cause him send immediatly for your "solution" to his problem. Don't be afraid to use a hard-sell approach!

The next important step is something that sets you far ahead your competitors. It's called PROFIT INVESTMENT. Research I carried out on this proofed an amazing results. A \$5 investment in mail-order got \$400 in the first 3months.

50% profit investment got $200/5 \times 400/1 = \$16,000$ the next 3months.

Another 50% profit investment got $800/5 \times 400/1 = \$64,000$ profit the next 3months. Calculate the 50% profit investment in \$64,000 and imagine what you get.

PROFIT INVESTMENT is the key to business success.

Emma Okafor is an ecommerce researcher and writer.
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