

# How to Generate Headlines and Ad Copy that Sells

By Jill Black

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The main aim of all sales advertising is to get people to read your through ad and while reading to say \*yes\* often enough so that they naturally take action to...

(a) Enquire for more information (if this is your goal)

or

(b) To purchase the product

And it all starts with the headline...

People decide to read your ad, or not, because of the headline and you have approximately three seconds to capture the reader's attention. As Jay Conrad Levinson says in his book "Guerrilla Marketing Excellence" Do it then or not at all."

With this in mind a headline must gain the attention of the reader and establish the uppermost benefit as to why your product or service provides the answer to a problem the reader is seeking a solution for. Chances are this what attracted you to the title of this article, maybe sales are not going as well as you would like, or you are in the process of learning how to write better ads and copy for your business, or simply just curious to see what I had to say on the subject...

The reader should not have to try to figure out what it is you are trying to sell or how your information can help THEM. A quick glance at your headline and the first two sentences of your copy should quickly

inform the reader if your product or service are what they require.

Start by taking the time to sit down and honestly ask yourself ... what are the greatest benefits you would like your product or service to provide for your customer? Then incorporate as many of these answers into your first fifty to sixty words so the reader will be excited enough to read the rest of your copy. This is crucial because the best headline in the world will not help if your reader has lost interest within the first few lines.

Often establishing the benefits and offering a solution to the readers problems will also establish a headline that draws the reader into wanting to read what you have to say.

If your ads still do not draw a response after a period of time it may mean taking a closer look the product or service you are offering...

One of the biggest mistakes that many people make, and where many businesses go wrong according to Bradley J Sugars author of "Cash, Customers and Ads That Sell" is simply because - "Many people try to advertise what they make, rather than making what they advertise... in other words they don't tailor their products and services to the marketplace. If there isn't a market for your products, the best advertising in the world can't help you out - you can't sell the unsellable"

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