

How To Write Better Ads That Pull More Response

By Joe Bingham

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You've got approximately 0.5 seconds to get someone's attention with a classified ad.

That's not much time.

Now, while your high school English teacher may disagree, in this case, fragmentation is a good thing.

Whether it's genetic or learned behavior, the fact is, we don't READ ads, we skim them. So why bother with full sentences? Full sentences take up more room, don't leave any space, and place too many non-essential words.

Example: Bad AD

Use the \$Money Gate\$ to get into Dynamics 4 Success. Then, as you build a downline for the \$Money Gate\$ you earn the \$99 fee necessary to join Dynamics for Success which gives you access to the \$25000 reward program. Get benefactored into 100 Free memberships as part of joining \$Money Gate\$ Visit <http://signup.gotoo.com> and enter Tom Staley as your referring person.

The ad immediately looks BIG. Now, who wants to wade through all of that? Plus, with no space at all in the text, it makes it difficult to pick out the individual items about whatever the ad is talking about. Then, if you do happen to read a word or two here and there, if those words are 'as you build' or 'as part of', what does that tell you?

Better Ad

The \$Money Gate\$ Pays Your Way Into Dynamics 4 Success

Earn Your \$99 Dynamics 4 Success Membership Fee
Less Risk, Same Great Result -- D4S \$25000 Reward Prg.
Benefactoring into 100 FREE Memberships
Enter Tom Staley as Your Referrer
<http://signup.gotoo.com>

Fragments are easier to read, and therefore more likely to be read. At a glance, a reader can distinguish between the individual points made, and easily read through each benefit. Plus, any words that catch their attention will be of value.

This ad is more eye catching, easier to understand, and WILL have better response than ads that are an entire paragraph of text.

The Internet, and especially in marketing, is overloaded with information. To stand out, you simply can't try to provide all information in 5 lines, or even in 5 paragraphs. Start with the best highlights, and then lead into further detail after you have captured the reader's attention.

English teachers everywhere will be cringing, but the fact of the matter is fragmentation is a good thing on the Internet.

Check out the \$Money Gate\$ used as an example in the ads for this article. Easily EARN your way into the Dynamics 4 Success Program and the \$25,000 Reward Program. Check out Tom Staley's site at: <http://signup.gotoo.com>
Written by Joe Bingham, Editor of the NetPlay Newsletters
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