

# How To Turn Me Off--With Your Ad

By Karen Kosel

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We have all seen them. Hundreds of them. Ads, emails, websites. Lies, Hype, and False Promises. What do I do with these things I see? "Delete", "Delete", "Delete".

What are some things that turn me off, or turn my stomach? Here is a few of them:

"I'm Not Selling Anything.....blah blah blah"  
Then what are you doing advertising NOTHING. What a waste of time.

"Make Over 1/2 Million Dollars Every 4-5 Months From One \$25.00 Investment"  
This one was nothing more than the chain letters I have received in the snail mail for years. BOO HISS!

"Offer To Good To Pas Up!"  
If you can't check your spelling and put out an error free ad, what would make me think you can run an efficient business.

"Get Paid to Do Nothing!"  
I have never received a check for doing nothing, and I don't believe anyone out there is. You would have to do SOMETHING. I for one would not want to be paid for something I didn't do.

"DO THIS NOW!!! TODAY!!! HURRY!!!"  
You don't have to shout. Your ad content should put forth enough excitement without shouting.

"This Is a Legitimate Business!"  
This first liner makes me wonder if indeed it is legal, if you have to say it is.

"Make \$40,000.00 Your First 6 Months."  
You must have made a fortune by now. And  
you are still trying to get my 25 bucks?  
Get real. You are just hoping the newbie  
or real desperate will bite on this one.

"Your Downline Is Built For You! You Don't  
Have To Recruit?"  
Then what am I here for? I don't believe it.

"We Do Not SPAM, But We Send Out 20,000 e-mails  
a day."

Sounds like Spam City to ME! I won't risk  
it. I read today about a man that only used his  
reply button and send his own sales letter to the  
person that spammed him, and he was reported and  
this site shut down without a warning. Spam is  
not worth it.

"You Would Be Dumb To Not Try Our Business"  
Would I sign up for a business that has  
already insulted my intelligence? I don't  
think so.

Another thing that really turns me off is seeing  
flyers tacked up on every telephone pole. I have  
seen this tactic suggested, and if this is how I  
would have to do business, I won't do it. I have  
recently seen, in my town, 2-3 "HIRING NOW" and  
"MAKE \$20,000.000" on EVERY telephone pole on a very  
pretty nice neighborhood. This to me is littering.  
I would not even check out this business, if this  
is how they have to advertise.

So just remember that the first line of your ad is  
what attracts the buyers attention. It doesn't do  
any good if the person hits the delete button before  
he gets a chance to read the ad.

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