

How To Write Your Own Order Pulling E-zine Ads

By Ken Hill

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Write Your Own Sales Generating Ad Copy <http://www.scstats.com/r.cfm?i=4535>

One of the most effective ways to advertise your business online is to place your ad in e-zines. A well written ad run over and over in a responsive e-zine can successfully achieve more profit for your business in new and then repeat sales every single month.

To begin writing your own profit generating e-zine ads that continually bring you more sales:

1. Start with a compelling headline.

The first and most important part of your ad is your headline. It is what will set your ad apart from all the other ads published in an e-zine.

To get your readers' attention your headline must engage your readers' self interest. It must tell your reader what is in it for them. For instance "How To Lose 20 Pounds In 30 Days Or Less" or "How Write Your Own Order Pulling E-zine Ads."

You can also grab your reader's interest by asking a question or by offering your reader something newsworthy or informative. People are always interested in new and interesting things that help them do something better or that make things easier for them in some way.

If possible use the word free in your headline. The word free is the #1 attention grabbing word and will automatically draw your reader's attention to your ad.

Avoid headlines that are cute or that are misleading. Even if you do get more visitors to your site you are unlikely to get any sales.

2. Make the body of your ad benefit rich.

The body of your ad copy should get your reader excited about what you have to offer. Stress how your product or service can make your readers' life better or make things easier for them.

When deciding which benefits to stress in your advertising, get into your customers' minds. Ask yourself why your customers have bought your product. What are the main benefits your product offers that cause your customers' to make a purchase? What benefits are most appealing to your customers?

If you can answer these questions you will be able to easily fill your ad with benefits that will be especially attractive to new people you introduce to your product through your ad.

3. End your ad with a call to action.

Once you grab your readers' attention and build up your readers' interest, the final step is to tell your reader what you want them to do with a call to action such as act now, get the details now, or learn more now.

When writing your ad don't try to sell to your reader just from your e-zine ad.

Use your ad to create interest and desire for your product, and then use your call to action to direct your reader to your site and let your site sell your product to your visitor with a powerful sales message and/or ask your reader to e-mail you for more information so that you can successfully follow up with her.

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