

# 3 Quick And Simple Ways To Improve Your Ad!

By Larry Dotson

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10,000 Sales-Producing Words & Phrases! <http://www.ldpublishing.com>

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## 1) Make It Easy To See

Make your ad's keywords and phrases stand out by enlarging the text. This technique works wonders with headlines and sub-headlines. People see them first because it's easier for their eyes to focus on. You could also use different fonts for your headlines than the rest of your ad copy.

## 2) Make It Stand Out

Make your product's list of benefits and features stand out by using a symbol in front of each of them. The symbol could be a dash, solid circle, star, etc. Also indenting them will help make them stand out. Each benefit should be written like a headline to get the readers' attention and tell them what's in it for them.

## 3) Make It Extra Visual

Place attention-grabbing pictures above and within your ad copy. A powerful technique is to use before and after pictures of people using your product. They will give your target audience a clearer vision of what you're offering. That will help them imagine themselves getting the benefits of your product.

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