

Writing EFFECTIVE Ad Copy For YOUR Ezine

By Laurie Rogers

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OptinFrenzy <http://www.optinfrenzy.com>

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Many people just don't want to face the fact that effective ad copy is very detrimental to YOUR success. Let's face it, if your ad copy is poor, sales just are NOT going to happen and it will leave you feeling FRUSTRATED. Today I have put together a VERY simple, yet EFFECTIVE way of writing ads for your ezine. I have taught this method to the publishers that currently use <http://www.optinfrenzy.com> and it did help them a fair amount.

The first step is to make a draft copy of what YOUR ezine offers and here are a few possible basics:

- *publishing frequency
- *articles
- *tips and tricks
- *resources
- *internet marketing
- *home business or home based business
- *affiliate marketing
- *MLM
- *ebooks and software
- *free report
- *free membership
- *cash
- *prizes
- *scam prevention
- *ezine format - HTML, text, online

The next step is to go through your list and ask yourself a question about each point.

- *publishing frequency - Every Wednesday etc.

*original articles, exclusive articles, articles from online successful marketers, gurus etc.

*HOT tips and tricks, informative, helpful, useful time saving, effective etc.

*resources on an array of topics, variety, FREE, low cost (and you could use some points from the point above).

*ebooks and software - are they free? Do your subs win them? "What's the value"?

*free report - What's it called? - What's the value of it?

*free membership - to what? - What's the value?

*free ads - for new subscribers, weekly, bi-weekly. And again what's the value?

Here are a few pointers for determining your values, let's say you offer free ebooks and a free weekly ad. You don't want to put in a value for everything - just the *largest* value between the two. If your free ebook is only \$14.97 and you are giving away free weekly ads, the ads would probably be worth more. ALL people LOVE to know what the "cost" is behind something.

The next point I really want to stress is that you have got to talk directly to YOUR reader and talk like you normally would - just like I am right now ;o) There's no need to talk you're a scientist for nasa and you are selling spaceships. It will just either come across like you are feeding them a line or they'll be intimidated. And that is the last thing you want to do.

My last point - regardless of whether you're writing a six line ad or a 60 line ad you still have to close the deal with a "Call To Action"! And when I first started writing my ads by myself using Yanik's techniques, that was my BIGGEST problem - I had BAD sales, because I wasn't *sealing* the deal. So I asked Yanik about it and that's what he told me, 9 out of 10 ads fail because people don't seal the deal.

Another point I want to make, because we're all publishers don't use subscribe today or subscribe now those 2 words are highly over used. Do something a little more creative, like this:

"And don't forget to stop by our software center when YOU subscribe to receive YOUR free gift valued at \$X.00!"

or we could have done this:

Don't forget to claim YOUR free gift valued at \$X.00 from our software center when YOU subscribe to "Ezine Name".

Either sentence has a definitive call to action, so either would work fine. So, don't forget to seal the deal with a call to action.

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