

SAYING A LOT WITH A LITTLE: POWERFUL CLASSIFIED ADS

By Meredith Pond

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Classified ads are perhaps the most popular form of small-business advertising available today. The reasons are many, and range from cost, to simplicity, to effectiveness when seen by the right kind of audience. How you use your classified ad is up to you, but no matter your business or your goal, one fact remains: if they're going to say what needs to be said and get the results you need in such a small space they must be written well.

First, make sure your ad grabs the attention of your readers with a good headline. Asking a question works well (HOW WOULD YOU LIKE TO EARN \$60K PER YEAR, PART-TIME?), as does telling people what the result of taking advantage of your offer will be (SAVE HUNDREDS ON YOUR LONG DISTANCE BILL!).

Next, try to make your product or service sound useful or exciting, without hyping it up too much or making promises you might not be able to keep. These tactics will only undermine your credibility, which you can't afford to do in 25-50 words.

Using words like FREE, BONUS, and MONEY will also grab reader attention and make your ad stand out. Highlight or capitalize important words for emphasis, but try to refrain from using lots of exclamation points. Yelling at your prospects will get you nowhere!!! See what I mean?

Once you've written your ad, use your spell checker. Even small mistakes in spelling or grammar can make you look careless or unreliable. When you're reading an ad and see typos, what do you think? Keep in mind the fact that your audience most likely ISN'T full of idiots.

Overall, make sure your ads will get noticed, convey the facts, and contribute to your credibility. A good ad will get people interested and excited about your product without excessive hype. If you can do all these things, your classified ad will serve you well.

Meredith Pond is a professional and freelance writer with extensive experience working on the web. Meredith provides writing and editing services to individuals and businesses alike at great prices. See <http://www.geocities.com/wordsmith25/MeredithPond.html> for details. For instant info on prices and services, send a blank email to <mailto:meredithpond@getresponse.com>. Contact Meredith directly at <mailto:wordsmith25@hotmail.com>.

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