

# You Can Write Ads Too

By Raymond Johnston Jr

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The art of writing advertisements is something most people think they don't possess. I hear so many people say that they don't possess the ability to create ads that get results. The proverb that writers are born and not created takes over the thought pattern. I'm telling you to put those thoughts aside and open your eyes and your mind.

If you are in the business of Internet marketing, you probably read many advertisements each week. If you have the desire to improve your ad writing abilities, take the time and look at other ads. Don't just skim over them and dismiss them. Actually take the time and study which ads grab your attention. Take those that are appealing and copy them to a file.

Set aside some time and look at those ads that caught your attention. Look at each individual ad and see what part of that ad grabbed your attention. Make a list of the points that were appealing to you and things that you feel would catch the attention of others.

Now that you have identified some things that you believe made these ads successful, it is time to use that information for your own benefit. At first, substitute your product or advertising information in some of the ads that you like. Then start making small variations to these ads to make them original. Keep working in this fashion and pretty soon, you will be thinking up your own variations and original ads that will sound catch as well.

This is one way to get the creative juices flowing. Most people have a difficult time getting new ideas for ads. Using other successful or appealing ads as a guideline, can sometimes get you over the hump and started towards writing your own successful ads. Don't just substitute your product or business idea into another ad and leave it at that, make it your own work.

Advertising is such an important part of your online business, so spend some time and work on your ad writing abilities. With a little practice, you will be amazed at the thoughts that start flowing.

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This article is written by Raymond Johnston Jr., an advertising executive, who is the editor and publisher of the ezine Money For Hire. You can contact Ray at <mailto:rdj@televar.com> or visit his web site at <http://www.moneyforhire.com> \ You can subscribe to Money For Hire at

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