

7 Tips For Ad Copy That Sizzles

By Ruth Duda

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Your ad must focus on the wants and desires of your prospects. What are their problems? What are their goals? What are their needs? Tell them how YOUR product or service can benefit them. Be as specific as possible!

1) The Headline.

This the most important part of your ad! It's the first thing your prospect sees. A killer headline can make the difference between success and failure.

If you can't come up with a good headline, check the ads in magazines and newspapers. Find a headline that grabs your attention and customize it to your product or service!

2) Focus on Those Benefits.

The features may be good, but it's the benefits that make the sale! Instead of stressing what your product can do, tell your reader "how" it will benefit them. People always want to know, "What's in it for me?" Will it make them smarter, richer, slimmer, healthier?

3) Keep Sentences Short and Simple.

People are busy and they won't spend the time to wade through long, complicated ad copy. Short ads get read! Long ads hit the trash bin. Use bullet lists to condense your information and make reading easier.

4) Compel Your Reader to Take Immediate Action.

Entice your reader to act now, by using phrases such as: "Limited Time", "Order Today", "Visit Now", "Don't Delay."

5) Never Use All Caps.

Using all capital letters in your ad, makes it difficult to read, and looks amateurish. Use capital letters for emphasis ONLY.

6) Proofread and Spell Check Your Ad.

This will help you to avoid mistakes. Nothing looks less professional, than ads that have spelling errors.

7) Don't Forget Your Contact Information.

Whenever possible include both your email address AND your URL. Including your email address encourages your prospect to ask questions. The follow-up can make the difference between a sale and no sale!

Test, Test, and Re-test Your Ad.

If your ad doesn't bring the results you want, change the headline, change your ad copy. Refine and polish your ad until you get it just right. The better your ad copy ...the better your results. Take the time ...to make that ad copy sizzle!

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