

Affiliate Ads That Stand Out From The Crowd

By Ruth Duda

Affiliate Ads That Stand Out From The Crowd

Ruth Duda
rduda@erols.com

Wealth Connection Ezine <http://www.wealth-connection.com/ezine.html>

Affiliate Ads That Stand Out From The Crowd

© 2003 Ruth Duda - All Rights Reserved

Affiliate ads. We've all seen them. And all too often, we see many of the affiliates submitting the exact ad copy, word for word.

The secret to a successful affiliate ad is to make YOUR ad copy unique. You need to peak the readers interest. Using the same ad copy that everyone else is using will not accomplish this.

Think about it ...why would the reader choose your ad, when there are hundreds of ads that are identical?

If the company has issued ads for you to use ...change the wording, or combine two ads, and then tweak the finished ad copy until you've got it just right.

To succeed online, you need to promote your business effectively. Small changes in your sales copy can produce big results.

Always stress benefits not features. It's the benefits not the features that sell. Tell your reader how your product/service will benefit them. Will it make them smarter, slimmer, healthier? Will it make their life easier? Will it save them time? People don't buy products or services. They buy benefits!

Remember to include a call to action ...whether it be clicking, emailing, calling, buying, subscribing. Your goal is to get your reader to take the next step! Your business depends on it.

=====

Ruth publishes the "Wealth Connection Marketing Ezine."

Visit: <http://www.wealth-connection.com/ezine.html>

to subscribe. New subscribers receive a Fr-ee Ad.

Articles, tips, resources and contests to help you market effectively.

This article may be freely reprinted on your website or in your "opt-in" ezine, provided that the resource box remains intact including this signature

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)