

# 7 Phrases That Will Make Me Delete Your Ad

By Shari Brown

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A word of warning- I've got a twitchy mouse finger, and I'm not afraid to use it! Unfortunately for all you advertisers, I'm not the only one. Whether your ad arrives in my Inbox as a solo mailing or sandwiched in an ezine, the following phrases are guaranteed to trigger my scroll- or delete!- response:

"Get Paid To Do Nothing!" Hmm. I'm not doing anything right now- where's my check? And if I DO something, does that get deducted from my pay?

"Make 90 Billion Dollars in Your First 7 Days!" Let me get this straight. You've been running this ad for months. You must have more money in your account than most small countries use to fund themselves for years. And you're still trying to get twenty bucks from me?

"This Is Legal!" If you feel the need to tell me it's legal, then it's probably NOT. Besides, if I wanted to avoid the law by using legal loopholes and half truths, do you really think I'd want my name and e-mail address forwarded to thousands of people?

"Your Downline Is Built For You!" Okay, then explain two things, please: 1) Why do you need ME? and 2) If your downline is already in place, then why are you advertising the opportunity to me? Shouldn't you be selling the product instead?

"Send 40 Gazillion Spam-Free E-Mails Every Day!" Oh, how I wish this were true. Unfortunately, your return e-mail address reads "zxbgfdcfgx@spammer.com".

"IF I PUT IT IN ALL CAPITAL LETTERS, IT'S IMPORTANT!!!!" If you walked up to a stranger on the street, grabbed him by the collar, and screamed, "BUY MY STUFF!!!!" what kind of reaction would you expect? If your sales copy doesn't convey enough excitement, don't shout it-- rewrite it.

"You'd Have To Be STUPID To Miss Out On This!" Great. I haven't even checked out what you have to offer and you've already insulted me. If

I sign up for your mailing list, are you going to send me follow-up e-mails entitled, "Hey, Dummy! What's Wrong With You?" until I buy?

"This Is To Important To Loose Out On" If you can't be bothered to check your spelling and use of words, how can I have any faith in your business skills? You may be a marketing genius, but if your ad looks as if it were created by a third-grader, I'm outta here!

Remember, a click of the mouse is all it takes to permanently remove your ad from the eyes of your reader. Don't get deleted before you have the chance to explain!

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Shari Brown is the author of Turbo-Viral!, the guide to creating your own unstoppable viral campaign. Discover why almost everything you've heard about viral marketing is WRONG!

<http://www.instantmarketinginfo.com/viral.htm?7P>

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