

7 Steps To Writing The Perfect Ad

By Tim Bossie

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In an Internet full of advertisements, can you still benefit from buying regular ads and solo ads in ezines, placing classifieds on message boards and directories and using pay-per-click, or per-impression, search engines?

Yes, you can.

Placing classified ads in ezines, directories and pay-per-click search engines are still the best ways to get your message across to the masses. If you can come up with a "perfect" ad, then your chances of getting the click-thru are multiplied exponentially.

Write For The Click.

Don't ever write an ad thinking of a sale. You can't make a sale from a 5 line ad. The person reading the ad is not a customer yet, so don't try to sell to them, entice them into visiting your site. Once at your site, then you have a potential customer and the gloves come off.

Before you put finger to keyboard remember that you need to think of getting a click to your site instead of getting a sale.

Know The Product.

In order to put your best effort into writing a "perfect" ad, you need to know what you're advertising. Knowing the product,

in and out, will not only help you with the rest of the steps, but will allow you to portray the confidence you have in the product.

Stress The Most Important Benefit in Your Heading.

This is why knowing your product is so important. Your heading is what will make the reader keep reading your ad. The single best benefit of your product or service is what people should see first. This is what will instill the desire and impulse to keep reading and click-thru to your site.

Lay it all out there at the beginning. This way the reader knows exactly what they will get before they go any further. If using the pay-per-click engines, this is a great benefit to you.

Only the people who are interested in your product will click thru to your site, optimizing the pay-per-click/sale ratio.

Be Creative.

This is important. Make your ad as creative and original as you can. Using the same ad everyone else is, is just going to get you the same results. Your ad will also be passed by.

Being creative should be impulsive. If you have to put effort into it then you're not creating....you're manufacturing. There is a difference.

Keep It Short.

This is where a lot of people go wrong. Putting too much information in your ad leads to trying to sell. You want to make it short and simple and leave the reader wanting to know more.

Ask A Question.

Always include something that will make the reader need to click to your site. Ask a question that the reader just has to know the answer to. Just make sure the answer is on your site.

Again, be creative here.

Never Hype.

Here is the one rule that you should never break. People can see through the hype in ads very fast.

If it sounds too good to be true, then it is.

Everyone knows this and a lot of people live by it. I never, ever click on an ad that promises thousands over night or within a few hours. Those of us who struggled for years without seeing

the "thousands", live by it religiously.

Use honesty and tell the reader EXACTLY what they are going to receive. This not only builds a click-thru and maybe a potential customer, but also a lifetime customer.

Put these tips to work in your ad writing and you will notice a change in the traffic to your site.

Tim Bossie is the owner of Glimmers Marketing Services and editor of the completely web-based weekly ezine, An Outlet For Success.

A step-by-step detailed guide for everything dealing with Internet Marketing from A to Z. All explained in great detail to help you gain a huge edge over your competition.

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