

Tools of the Trade...Table Saw...Drill....Solo Ads?

By Tim Bossie

Tools of the Trade...Table Saw...Drill....Solo Ads?

Tim Bossie
tim@glimmersmarketing.com

Marketing Success and Profit <http://www.marketingsuccessandprofit.com>

Tools of the Trade.....Table Saw...Drill.....Solo Ads?

by Tim Bossie

I have been involved in woodworking for a few years now and love being in my woodshop creating beautiful furniture out of ordinary lengths of board.

I started out of need as I couldn't see paying a huge sum of money for a small hutch, when I could make it myself. That turned out to be more involved than I thought at the time. But, I did it and am proud of my hutch. It's standing in my dining room and will soon be joined by a new maple table I am in the middle of. Now, I do it for fun and relaxation.

That first project was a learning experience. I had no woodworking tools except for an ancient skill saw. I didn't realize the wide range of tools involved or the need to have these tools. I wanted to save money by building the hutch myself that I thought I could get by with my old skill saw and slap it together.

I looked through tons of plans and found one that I liked. Fortunately, (or if you were to talk to my wife, unfortunately), the plans included everything from a materials list to a tools list. I glanced at the list of tools needed to complete the project and you could have knocked me over with a feather.

Table saw, dado cutter, band saw, planer, jointer, drill press, cordless drill, router, shaper table, and the list went on.

Why in the world do I need all these tools to put pieces of wood together in the shape of a box and put a few shelves on it?

After my first attempt to build my hutch ended in utter disaster, I figured out why I needed so many different tools.

Each tool has a special job. One for cutting a certain slot. One for making the boards straight so they fit together. One for shaping the wood the way you want for a pleasing look. They each had their own specific job that was, as I learned, needed.

Well, I went right out and bought every tool on that list. I built the hutch the way the plans said and used each specific tool the way it was suppose to be used. Much better.

Needless to say, the whole thing cost me a whole lot more than if I would have just bought the thing in the first place.

Internet Marketing is no different than woodworking. You need the right tools, used in the right way, in order to do the job right the first time.

In advertising your online business one of the necessary tools of the trade is a solo advertisement sent to the subscribers of an opt-in list, or ezine.

When created, and used, correctly, solo ads are one of the most powerful marketing tools in your toolbox to send visitors to your website.

The common misconception of solo ads, or any Internet ad for that matter, is that they have to sell your product in order for them to be effective. Actually, the real job of the solo ad is to send the reader to your website where the real sales pitch begins.

Solo ads get the emotions of the reader involved and deliver the impulse to find out more information on whatever service or product is being advertised.

Start With A Title That Gets Your Ad Read.

No matter how great your ad is, if the title stinks, it simply will not be read by anyone. Solo ads travel through email so the only thing showing in your email inbox is the title.

I know in my case, I never open an email that is an obvious ad. So, if I do it, then there are a lot of other people out there that never see your ad either. The trick is to make it look like something else.

Most ezine editors, when sending out an issue, will place the title of an article within that issue as the subject of the email. Create a title for your solo ad that looks like the

title to an article.

If your solo ad is for a reprint rights package, use something like.....

The New Internet Business....Reprint Rights!

Or.....

How To Create Your Own Internet Empire with Resell Rights!

When editors send out their solo ads, and place this kind of title in the subject area, subscribers think it's another issue and will begin to read it, thus reading your solo ad.

Work The Body!

Once you have the reader actually reading your ad, you want to keep them reading and not hitting the delete key once they find out they've been duped.

Open the body with a strong emotional pull. We all react depending on what our emotions are at the moment. So you want to provide an emotional stimulus that will drive the reader to keep reading, and be pulled into, your ad.

Hit them right at the start and lead them through your entire message with lots of impulsive actions.

"Go Now", "Click Here", "Get more info", with the URL to your website, are all things that should be spread throughout the entire ad to make the reader feel the impulse to go ahead and do what you want them to.

Finish off with a crescendo of benefits that hit the reader hard and make the impulse of wanting to find out more, unbearable.

Keep working the emotions of the reader throughout the entire ad.

Remember that advertising your online business depends on the tools you use. Solo ads are a specific tool that have their own intended job. Use them the right way and you'll see more traffic, resulting in more sales, directed to your website.

Tim Bossie is a veteran Internet Marketer, Copywriter, and Personal Coach and editor and publisher of Marketing Success and

Profit!, the Daily Internet Magazine that guides you step-by-step to a successful home business and exciting and prosperous life! Subscribe today!

<http://www.marketingsuccessandprofit.com>

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

[Submit your article for reprint.](#)