

Make Your Ads Pull 99% Better Than They Are Now!

By Vern Anderson

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I want to let you in on something you can do to easily make your ads a lot better.

I will tell you some of the things I do when it comes to writing ads that I have always felt I was not very good at.

I subscribe to a ton of other newsletters and I am more interested in the ads than I am the article. I may glance at the article and if it catches my eye I may read on.

A lot of people seem to be gifted when writing their sales pages, ads, and everything else they write. One person that comes to mind is Jimmy D Brown, it seems that every web site he makes, makes a lot of sales for him.

Now he has just come out with one that puts all the other selling programs to shame. A chance to make a lot of money every month and the products to make it happen. <http://profitsvaultmonthly.com/pvm/?i=bogie2>

That however is not what I want you to know, it is why you need to look at a lot of ads in newsletters. Here is how I do it. I go down the list of ads looking for those that catch my eye.

If the headline makes me stop to read the entire ad I steal the ad. What I mean is I copy and paste it into notepad.

When I have collected a lot of ads I start reviewing them and what I look for is possibly a headline that fits my product.

Maybe the balance of the ad does not fit my product so I copy and paste the headline and save it. After I have completed going through the ads I have a lot of material.

I may have five or six headlines that fit my product, and I might have a few ad bodies I like. I then start to make myself ads out of what I have.

The way I see it, if a headline catches my eye and makes me read on then it will probably do the same thing to a lot of others so it is a good headline.

The same can be said for the bodies of the ads, if the second line turns me off then it will others so I delete it.

After doing this for a period of time it starts getting easier. Don't skip the ads as they could put money in your pocket.

I do the same thing with web site sales letters. I have a swipe file on my hard drive and if I view a web page that strikes me as really good then I copy and paste it to my swipe file for later.

You cannot use a complete ad or sales letter that someone else wrote but I have never read where it say's I could not use bits and pieces of them.

Try this, it could be your life saver if you, like me are not very fancy with words that sell products.

Wishing You Complete Success!

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