

# Loose as in Goose

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Your words, and how you convey your message, are what counts when writing anything, especially ad copy. When you get down to it, isn't it all about what you say and how you say it? A good ad stands out from the crowd. The reader is compelled to take their time and actually read it, while quickly passing by the others.

My position is that first, your ad copy must be short, to the point and have no spelling or syntax errors. Well, in a recent article, I goofed. I wrote - "I try to keep articles around 700 words, as ones much longer seem to drag, and quickly loose the readers interest. What I meant to say was "lose the readers interest". This was a case of "fat fingers", and of course spell check didn't find it.

I usually have my articles proofed by someone else, but was running late that week. I read it over several times, but once you make an error, the odds of finding it diminish with each reading. I guess this all goes to prove, that the concept of having someone else read your copy, is really the best idea.

Let's talk about some of the things you must take into account. You need to ensure your message is read, otherwise you are simply wasting your time and advertising dollars. In order to do this, your copy must stand out from the rest. There are a number of ways to do this, and contrary to what many of the "pundits" say, there really is no magic formula.

If you are in business, you should subscribe to a number of ezines. Take care to read the ads, and see which ones get your attention. There are some very good copywriters, and you could do well to learn from them. Keep an electronic scrapbook of ones you feel are worthwhile.

Any good copy should entice a prospect to click on the link and open it. Whether you wish to point them to a website, or request an email from you, it is critical that you make this easy for them. Always list your web site with the http:// in front of the URL. Example - <http://adv-marketing.com> - This allows them to simply click on it, and they will immediately be taken to your site. Likewise, always include mailto: in front of your email address - Example -mailto:bob@adv-marketing.com as this will open their email client and easily allow them to send you an email.

So once you get your ad copy written, where should you advertise?

Ezine advertising is affordable, fast and effective. It allows you to get your message in front of your potential customers quickly and easily, wherever they are in the world. Ezine advertising should be high on your list of advertising methods.

On the other hand, email advertising (spam) is becoming passe'. This has resulted in overflowing inboxes across the globe, and essentially means that your e-mail message is competing with hundreds of others to gain the attention of the reader. Most people simply hit their delete key as fast as they arrive. Others, myself included, filter out the majority of the spam automatically, and it is never even seen.

The best use of e-mail is to respond to a prospect's request for information, follow up with former clients or contact your existing customers. Former and existing customers are normally your warmest market.

You can write articles in your area of expertise, and send them to your own list of ezine editors. The articles should be non-commercial, and not be simply ads for your business. Most publications however, allow you include your authors credits at the end of the article. This again, should not be blatantly commercial, but can invite the readers to your website or to send you an email.

There is another effective technique that can be used in emails. You should create and use a signature file to go at the end of every email you send. Most email software allows you to do this automatically.

If you post to discussion boards and forums, include a "sig" file on your postings. It should always include your URL and be no more than four or five lines. The cardinal rule is that your "sig" file, should not be longer than your posting. One line postings with a six line "sig" file, will quickly draw the ire of the others in the group.

Being "Loose as in Goose" might be acceptable when conversing with a friend, but if you hope to attract people to your offers, you must get your act together. If you don't, you will quickly "lose" your prospects interest.

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