

“How to Write Ezine Ads that Guarantee Results!”



By Merle

<http://www.EzineAdAuction.com>

“Where Some of The BEST Deals in Ezine Advertising are Made”

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<http://www.MCPromotions.com>

Ezine Advertising is one of the most powerful ways to market and promote your products and or services. There are literally thousands of electronic newsletters on the Internet with millions of people who subscribe to them. Placing ads in online newsletters is an inexpensive way to reach your target market quickly – especially when you compare it with other forms of advertising.

People subscribe to ezines because they're interested in receiving regular information on specific topics. If your advertising message caters to the newsletter's topic and is well written, it will generate attention and sales. In this report we'll cover all of the aspects of writing ads that get results; ads that not only grab the reader's attention, but also get him or her to perform a certain action.

So how do you learn to write great ad copy? Is there a formula for success and can anyone recreate it? One of the first steps is to keep your eyes peeled for examples of good headlines and ads wherever you see them.

We live in a society that is saturated with advertising messages. Next time you're standing in line at the grocery store or at the newsstand, scan the tabloid headlines that are screaming for your attention. What about all of the junk mail that shows up in your mailbox? Pay close attention to any ads that catch your eye and study them. What is it about them that made you sit up and take notice...and why? How about your favorite magazines? They are full of excellent ad copy. Start clipping all of the ads you like and put them in a file. By keeping what is often referred to as a "clip file," you'll soon become adept at writing your own ads and you'll have plenty of inspiration when you need it.

Do Your Homework First

Before you can write those order pulling ads, you have to do a little homework. The first step may seem obvious: you need to decide exactly what product or service you'll be selling. If you sell multiple products/services, you'll need to write multiple ads for each one. Each ad needs to focus on only one topic for maximum impact.

Next you'll need to come up with an offer. For example, try giving away something like a free e-book or report, or offer a 10% discount, or maybe a 2-for-1 sale. Offering something free in your copy is a proven method of getting a response to your ad.

Now you'll have to figure out who is in your "target market." These are the people who want what you're selling; who really need what you have to offer. Who are they? Where do they live? What sex are they? Where do they "hang out" online? What publications do they read? How much money do they make? For example, if you were selling pet toys your target market would be pet owners.

The more you know about your target market, their moods and buying habits, the easier it will be to write ad copy that appeals to them. You need to get inside their heads so you can relate to them and show them exactly how your products/services are the answer to their problems or needs.

Some products only appeal to a "niche" audience while others have a more universal demand. Make sure you know where yours fits in. The old saying "you can't sell ice to Eskimos" is ever so true when it comes to your target market.

Another important step is to study your competition. What do their ads look like? What are they offering? What publications are they advertising in? You can learn a lot by studying them and using what you learn to make your own ad copy better. Remember Michael Corleone's advice in *The Godfather*: "Keep your friends close and your enemies closer." This is actually great advice when it comes to advertising. Now, I'm not suggesting you copy your competitors' ads, as that would be copyright infringement. But you can learn a lot from someone who's already doing what you do. Identify what they are missing and then you can improve upon it.

Now take out your pen and paper and start listing your products/services benefits. I said "benefits," not "features." There's a big difference. *Features* are descriptive of your product while *benefits* tell your target market what your product will do for them. For example, a *feature* of a weight loss pill may be that it dissolves quickly, but a *benefit* would be "it helps you to lose weight quickly." A toy wagon's *feature* may be that it is red and compact, but a *benefit* would be "supplies hours of fun for your child." People don't care about features as much as they do the benefits. You need to answer the reader's question of "what's in it for me if I buy your product?" That's what benefits do, which is why they're so important in your advertising copy. So get in the habit of thinking benefits first, features last.

Start making a list of all the benefits as you can think of, and then set it aside. You'll come back to the list later when writing your ad copy, especially your headlines..

The Right Tools for the Job

So now we're almost ready to write some ads, but first you'll want to make sure you have the right tools for the job. An essential for writing ezine ads is a good text editor. The Notepad program that comes with Windows will work in a pinch, but its major drawback is its lack of a spell checker. You don't want to be churning out ads with misspelled words in them; nothing will turn your audience off faster. "If you can't even spell how good can your product be?" Are you following me?

Fortunately, there are plenty of free text editors and shareware programs you can download that are more powerful than Notepad and come complete with a spell checker and word count functions, which will come in handy if you're running ads in publications that have size limitations. Here are a few you may wish to try:

Edit Plus (Shareware)	http://www.EditPlus.com
Text Pad (Shareware)	http://www.TextPad.com
Note Tab Light (Freeware)	http://www.Fookes.com/Notetab/Index.html
Note Pad Plus (Freeware)	http://www.Mypeecee.org/rogsoft
GWD Text Editor (Shareware)	http://www.GwdSoft.com

(For our purposes these instructions are for writing text ads only, not HTML. The debate of HTML versus Text ezines is an ongoing one and there are proponents on both sides. The majority of newsletters are still published in text for a variety of reasons. Besides, once you've written a text ad that works, you can easily convert it if you've bought space in an HTML publication.)

Your ads will need to be formatted a certain way to be published in a text-based ezine. A classified ad is usually set at 60 to 65 characters per line with no more than 4 to 5 lines of text. While typing in your text editor you'll need to hit the enter key manually and break the lines at the proper character count above. You will need to do this to make sure your ad is readable in the majority of email clients it will be sent to so it does not break off lines in random places, appearing choppy and hard to read.

A good way of easily judging line length in your text editor is to write numbers equaling 65 characters across the top of your editor like this.

12345678901234567890123456789012345678901234567890123456789012345
10 20 30 40 50 60

So when you type your ad you would go along like this and when you get close to the end of the line you would hit your enter key to drop down to the next line. You do not want the lines to wrap automatically. You need to hit the hard return key.

Ezines usually offer classified ads set off in their own section, and/or top ezine ads, which generally are placed at the head of the ezine and can sometimes be a little longer. These tend to pull a higher response rate, but also tend to cost more. Some ezines even offer "solo ads" which are stand-alone mailings sent out to the entire subscriber base. Solo ads can be quite long and are more like a good sales letter than a short ad. They can be very effective, a lot more expensive -- but worth it due to the fact that there are no other ads or text competing for the reader's attention.

You want to make it easy for the reader to request more information. Always, always use complete url's and mailto's in your ads. If you are including your web address in your ad copy, don't do this:

www.EzineAdAuction.com

Instead, this is what you want: <http://www.EzineAdAuction.com>

Your email address should be formatted with the mailto: tag...

Not this: Merle@MerlesWorld.com

But this: <mailto:Merle@MerlesWorld.com>

By including your website's complete address, you ensure that it is clickable or can be easily copied and pasted into a browser

You should try to stay away from free boxes like Hotmail or Yahoo and free domains like Geocities. These locales will dilute your ad's effectiveness by making you look like an amateur instead of a serious Web entrepreneur.

Let's Write Some Ezine Ads

Now let's move onto writing some winning ad copy. First off, you need to understand that there's a big difference between writing offline and writing for the Web. Attention spans are shorter and web surfers tend to have itchy "trigger fingers," always ready to click to a new destination. You need to use short words and sentences and emphasize benefits (not features, remember?). Speak to your readers, not at them. Write to them the way you would talk with a close friend. Use a lot of "you" and "yours."

The best ads appeal to the readers' emotions by telling them why they'll be a better people by purchasing their product. Show how you can solve all of their problems; make them better looking, smarter, happier, if they just buy your products. Emotions sell. People don't care about you or your product/service; they only care about themselves and what's in it for them. Benefits are what they are buying.

AIDA

The AIDA Principle is a proven outline to follow when writing your ad copy:

A= attract Attention

I= generate Interest

D= create Desire

A= get them to Act

Here's how it works:

The way to attract attention is with a "bang up" headline. Most people skim when reading online so the headline ads need to "stop 'em" in their tracks and attract enough attention so they want to read more. You'll want to use plenty of verbs so your words jump off the page and gets them excited. Words like GO...SLASH...COME...CLICK... You get the idea.

Your headline should convey your strongest benefit. Benefits play on the reader's emotions and that's what gets them to act. Tell the reader how your product/service will help them meet their goals, alleviate their fears, help them to save time or money. Become the solution to their problems. If your headline fails they'll never read the rest of the ad, which is why a good headline is the most important part of your copy.

Some other tips for writing more effective headlines are to surround them with quotes. Like this:

"Free Report to the First 10 Visitors"
"Want to Sell More of Your Advertising Space?"
"Do You Need to Lose Weight?"
"No Time for Exercise?"
"Learn the SECRETS to Success Online"

Quotes have proven to attract more attention in a headline so use them to your advantage.

Asking a question is another effective way of pulling the reader in and getting them emotionally involved with your ad. For example:

"Are You Ready for a Better Body?"
"Do you Need a Better Job?"
"Isn't it Time You Lost Weight?"
"Are You Searching For a New Home?"

Using facts and figures instead of generalities in ad copy is another time proven method that really works:

Don't say: **Lose Weight**
Say: **Lose 10 Lbs in Only 30 Days**

Don't say: **Money Back Guarantee**
Say: **100% Money Back Guarantee**

Don't say: **Increase Your Productivity**
Say: **Increase Your Productivity by 40%**

“How to” is another great headline phrase to use. We love “how to” books and there’s a reason why so many book titles start with it. “How to” headlines pull the reader in by appealing to their interests.

Examples:

How to Write an E-book in Only 15 Days
How to Publish Your Own Ezine
How to Build Your Own Website

Use a lot of the word “You” in your headlines and the word FREE always attracts attention. If you’re trying to appeal to a specific segment of the population you can use their name in your headlines. For example if you were trying to attract Moms who work from home you might say.

“Calling All Moms Who Work From Home”

Or maybe your target market is ezine publishers...

“If You’re an Ezine Publisher Read This”

and another...

“Men I Improve your Sex Drive Today”

To help add impact to our headlines you can use underlining and a combination of upper and lower case letters. Never use all caps in every word in the headline as it makes it too difficult to read. To underline words in text ads use the *****key or the =====key on your keyboard as below.

Bad: ANNOUNCING BREAKTHROUGH IN SKINCARE

Better: Announcing Breakthrough in Skincare

Better: Announcing Breakthrough in Skincare

=====

The best way to get good at writing headlines is to practice writing them. Write pages and pages of them easily by keeping a list of your benefits close by and a list of your “power words.” We’ll discuss those in a minute. Make sure you test your ads with different headlines until you find the best puller. Once you find it, stick with it.

So now that your headline has attracted their attention you need to generate interest in your products/services. One way of doing this is to offer a freebie in your ad copy. All people love something for nothing and you can never lose by offering something for nothing.

Using testimonials in your copy from satisfied customers is another way to generate interest. If someone else has had a good experience with your product then they may think they will, too. Prospective customers find these very comforting, which helps put them at ease about placing an order with you. Testimonials also help to generate desire. You need to get up the desire factor in order to move them along to take action.

Your ad needs to contain a strong "call to action." This is the main point of your ad. Ask them to "click here," send for a brochure, send an email; something, anything, but you have to tell them what it is you want them to do. Create a sense of urgency with a limited time offer. People hate to feel as if they will miss out on something if they don't act now.

Examples:

Order now and receive 50% off

The next 100 people to respond will receive 25% off

Limited time offer...order now...Act Now and Save 60%

Offering a money back guarantee will also inspire action since your readers will feel as if they have nothing to lose if they are not 100% satisfied with their purchase. Don't forget when writing your ads to include a strong call to action or you'll fail every time. You must tell them what it is you want them to do.

Power Words

When sitting down to write your ads there are proven order pulling words you'll want to use. Also known as "trigger words," these will help you get the results you're looking for in your ad copy.

Here's a Short List:

Superior

100% Guaranteed

Proven

Discover

Easy

How to

Free Gift

You

Incredible

Amazing

Sale

Act Now

Affordable

Bonus

Don't Delay

Effective

Results Fast

In Minutes

Low Price

Stunning
Achieve
Absolutely Free
Half Price
One- Day Sale
Timeless
Top Ranking
Exclusive
Select
Successful
Valuable
Limited
Wealth
Latest
Delivers
Fast-Acting
Revealed
Increase
Magic
Fast
Simple
Secrets
Stop
Breakthrough
Announcing
Discover
A Must
Bargain Price
Convenient
Extraordinary
Excellent
Hurry
Inexpensive
You'll Love
Revealing
Win
Exclusive
Remarkable
Original
Outstanding
Relax
Useful
Increases
Greatly Reduced
Members-Only
Private
Helps You
Prompt Service
Safe
Boosts

Here are a few **examples** of good ad copy utilizing power words:

“Attention: Relief for Asthma & Allergy Sufferers”
Imagine breathing crystal CLEAN air...reducing your risk of an asthma or allergy attack, sleeping more restfully, EASIER breathing, reduced headaches, no more sniffles. These are just some of the BENEFITS you’ll receive from owning an air purifier from ClearFlite. Get yours Now by going to at..<http://www.AirPurifier.com>

“Introducing CLEANER AIR for Your Home or Office”
ClearFlite Air Purifiers are perfect for asthma sufferers and those with allergies. Breathe crystal CLEAN air today! Portable units for home or office. Visit..
<http://www.AirPurifiers.com> and take advantage of our secure online ordering. Money Back Guarantee!

“Would You Like to Spend More Time With Your Kids?”
Working from home allows you that FREEDOM and more. Join the ParentPreneur Club and meet thousands of others who have left the rat race and have become a SUCCESS working for themselves. Get the latest tips, tools, and news you NEED...and spend more time with the ones you love! Go now to... <http://www.ParentPreneurClub.com>

Yes, you can raise a HAPPY FAMILY and earn a great living from home! Subscribe to ParentPreneur’s weekly ezine, your FREE source of news and tools for Moms & Dads who work at home. Free gifts for all new subscribers. Click on this link to get your copy now.. <http://www.ParentPreneurClub.com?s00mcp>

This is just a small sample of proven power words. There are many good books on the subject and I’d highly suggest you pick one up and keep it on your bookshelf for those ad writing sessions. For some great book ideas check out the list located at <http://adanalysis.com/05help/books/books.html>

Inexpensive Places to Purchase Ezine Ads or post classified ads:

2 Dollar Ads	http://www.linkcounter.com/go.php?linkid=229555
2 Buck Ads	http://www.linkcounter.com/go.php?linkid=229554
Nationwide Newspapers	http://www.linkcounter.com/go.php?linkid=229556
Classified Club	http://www.linkcounter.com/go.php?linkid=190279
Directory of Ezines	http://www.linkcounter.com/go.php?linkid=229557
Ezine Ad Results	http://www.linkcounter.com/go.php?linkid=229558
Ezine Ad	http://www.EzineAd.net

Ads for Subs <http://www.ads4subs.com/>
Ezines-R-Us <http://www.linkcounter.com/go.php?linkid=229559>
Ezine Ad Auction <http://www.EzineAdAuction.com> (shameless plug)

Tracking your Ad's Responses:

After you've written your ads you'll need to start locating targeted ezines to run them in. Test your ads in low-circulation, low-cost ezines to see how they pull. Include tracking methods so you can measure their success. Once an ad has proven its ability to draw customers, you can move on to bigger fish – still tracking your ads so you can see where you're getting the "best bang" for your buck.

An easy way of doing this is to place a question mark (?) at the end of your url. This will register as a hit on your server but will not affect the link's ability to work.

Example: <http://www.EzineAdAuction.com/?highranks>

In the example above, the name typed after the question mark should be the name of the ezine you are advertising in. You'll be able to see how many hits you receive from the ad when you check your log files and look for the code.

Another way you can track ad responses is to make a separate page that redirects to your sales page and count the number of hits that page receives.

Example: <http://www.EzineAdAuction.com/test.htm>

On that page you'll have to set up a redirect to the actual sales page. The problem with this method is it can become very tiring making a page every time you need to run an ad.

An easier way of doing all of this is to use a free or pay link counting service that you can find online. Here are a few to get you started:

LinkCounter –Free Serv. <http://www.Linkcounter.com>
Roibot- Paid Service <http://www.Roibot.com>
Hypertracker-Pay Serv. <http://www.Hypertracker.com>
Ad Minder <http://www.AdMinder.com>
Analog Stats- Free Stats <http://www.AnalogStats.com>
ProLinkz-Script <http://www.linkcounter.com/go.php?linkid=229560>
Ad TrackZ- <http://www.adtrackz.com/>
ClickTracker Pro <http://www.linkcounter.com/go.php?linkid=229561>

If you're running ads with only an email address, you can easily track where your responses are coming from like this:

<mailto:Me@MyDomain.com?Subject=EzineName>

This way when the email shows up in your box you can tell by the subject line where the ad was running.

So there you have it. The "how to's" and "what for's" of writing ezine ads that get results. Remember, the headline is the most important part of your ad copy. If it's doesn't stand out, they'll never read the rest. Keep the principles of AIDA in mind: attract Attention, generate Interest, create Desire, and get them to Act. Call your readers to action; get them to do exactly what you want by telling them. Give them your benefits up front. Practice, practice, practice then test, test, test and remember to track. . The Secrets of the Experts have been exposed right here. So what are you waiting for? Get out your pen; you've got a lot of work to do.

Written by Merle <http://www.EzineAdAuction.com>
"Where some of the BEST Deals in Ezine Advertising are Made"
Buy & Sell Ezine Ads in a live auction setting!
Publishers sell off your excess inventory and Buyers
pick up some Fantastic bargains. Go now!



Take care and good luck with your online advertising!

Merle

If you have any questions please send them to me at
Merle@MCPromotions.com and I'd be happy to help.

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