

## 20 AD COPYWRITING TIPS FOR A BETTER RESPONSE

© Copyright by Eva Browne-Paterson - [www.EvieB.com](http://www.EvieB.com)

Before putting pen to paper, or fingers to keyboard, and writing ad copy for your next promotion, you should read and consider these helpful copywriting tips. They're designed to give you more insight into your customer's mind and write copy that will generate a better response.

1. Take some time out to research your customer, so you know who you are writing to and what their problems are that you can solve.
2. Write in the first person as though you are having a conversation directly with your prospect.
3. Consider their possible objections and answer their questions in advance.
4. Many prospects won't read past the headline if it doesn't compel them to read more... Therefore it makes good sense to spend as much time as possible crafting a headline that will stand out and demand attention. Select descriptive words and phrases that elicit interest in the main benefit, such as the ones found in this freely downloadable document here.  
<http://www.evieb.com/bestheadlines.exe>
5. Ensure the copy is written in simple English in a flowing style that's easy to read. Consider asking a friend to review your copy before submission.
6. Take time to write a compelling first line to keep the reader interested, and an action-taking last line to fulfill the need of the ad -- to get a click-thru to your web site. Reiterating the main benefit in the closing line is worthwhile.
7. Try not to confuse the reader by keeping a consistent tone to your writing. Sometime you need to detail exactly what the prospect needs to do.
8. Don't be afraid to use shorter paragraphs and punchy bulleted lists. This makes your copy easier to read.
9. Only write as much information as you need to to get your version across. Long is ok, as long as you're not needlessly repeating yourself.
10. Using more verbs in your vocabulary can be more persuasive than using adjectives.
11. If you're writing an ad to be published in HTML, make sure you use a simple font in black text.
12. Many prospects fear the thought of losing out on a good opportunity. Take advantage of that fact. Create a sense of urgency by giving a deadline or a good reason why they should take the desired action NOW.
13. Use simple commands wherever necessary to instruct your prospect of the next step to take. The easier you make it for them, the more chance you have of them following your lead.
14. Use testimonials throughout your copy to add credibility and real-life user experience to your offer. Wherever possible, detail the exact problems that your offer alleviated.

15. Focus on benefits rather than features. That's what your prospect is really interested in.
16. Use the word 'You' more than the word 'I'. Remember, it's all about your prospect and what you can do for them.
17. Don't forget to use a PS. This is the second most read area of an advertisement. Consider mentioning your guarantee here.
18. Why should the prospect trust you, let alone buy from you? Let them know the reasons why.
19. Write as though you are an expert on the particular subject. Convey experience and satisfaction to the reader to project honesty.
20. Make sure your order process is as simple and straightforward as possible. Don't make it hard to figure out and place it in a position where it will be noticed.

I hope these tips give you some good food for thought when writing your next ad for promoting your business.

#### **About the Author**

*Eva Browne-Paterson has been publishing EvieB's New-Z from [www.evieb.com/new-z.html](http://www.evieb.com/new-z.html) - since 2001, and partners with Jullianne Matheson in [www.Ezines-R-Us.com](http://www.Ezines-R-Us.com). To save on advertising and reach a targeted audience, try Targeted Solo Ads - [www.ezines-r-us.com/targeted-solo-ads](http://www.ezines-r-us.com/targeted-solo-ads) or their double opt-in Classified Ad Specials for your next promotion. [www.ezines-r-us.com/clad/specialpacks.php](http://www.ezines-r-us.com/clad/specialpacks.php)*