

14 AD COPY TIPS - DARE TO BE DIFFERENT

I received a question from a subscriber earlier this week and thought I'd share it with you in case you have the same problem..."I've found in the last couple of weeks that too many people are using the same word content in their ads - how they are ever going to make their ads stand out?" It's a good question and one that you should really take notice of. It often looks like the ad copy being promoted for particular programs is the same and that's because many affiliates just copy and paste the ad copy from the same affiliate area.

If you really want to stand out, and you'll need to to make sales, then you'll need to change the ad copy to sound more like you and not like every other Tom, Dick or Sally. Here are 14 ways that you can change the ad copy provided to most affiliates online and be more original with the ad copy you submit in your promotions.

Rewrite the copy: Just have a go at doing it. You don't have to be a great copywriter. Just write from the heart and be honest and true to yourself and it will come across that way to the reader.

Use an eye-catching headline: I highly recommend using an eye-catching headline that will attract attention -- even if you're being really different. Use different words that stand out, ask a question or solve a problem to gain attention.

Capitalization: Only use caps where it's completely necessary. Usually the headline is one place you can use caps to emphasize particular words. Throughout the body, having whole sentences capitalized is a no-no.

Using symbols: If you have space left over in the headline, that's one place you can get away with using symbols, as long as you don't go overboard. Symbols can make a headline stand out but remember, it is the wording that really counts. If you have spare space in the headline, consider using one symbol either side of the wording. Or repeat the same symbol twice. That's about as far as I'd recommend going with symbols...

Use testimonials: Testimonials are a terrific way to let the prospect know how it will feel when they get their hands on the product or service that you're promoting. If you don't

have a testimonial of your own because you don't have the product yourself yet, then borrow some from the main web site or type the contents of an audio testimonial provided on the site. These are great resources you can utilise. If there's a particularly powerful statement in the testimonial, then you can grab a piece of that statement and make it the headline for something completely different.

Lower the hype: Don't go overboard and make huge monetary claims. The FTC don't like it and you're putting yourself and the publisher at risk of fines of up to \$10k. Just be honest. If someone else made that kind of money, say it... Don't elude to the fact that you made \$25k in your first month when we all know that's probably a bit of a fib. It's not worth it and your prospects can see right through it.

Reword statements: Use a thesaurus to come up with statements that say the same thing in a different way. Thesaurus tools are found in MS Word and online as well and are very handy indeed.

One exclamation mark: Why waste space with tonnes of exclamation marks? Using one says the same thing, but 3 or four just screams "desperate newbie dying to make their first sale!!!!!"

Use up all the space allowed: When you're allowed to use five lines at 65 characters per line, why not utilise all that space? I honestly shudder when I receive a solo ad that's seven lines long... It's a waste of the advertiser's precious money. Utilise the space you've been allotted to get the message across and prompt the reader to click through to your site within that space. Use a formatting tool like the one at www.formatit.com to space out the ad copy properly.

Tease the reader: Don't worry about informing the reader about every little feature of your program. That's what the salesletter is for. The aim of the advertisement is to attract new prospects to your web site. Tease them by giving them just enough information to pique their interest and compel them to click that link in your ad.

Include bonus info: People love a freebie or a discount. Don't be afraid to include them or let them know what goodies are in store for them.

Check the spelling: This is a must-do task and also includes checking the grammar. Make sure your ad will make sense to the reader. And don't forget question marks after a question.

Prompt the reader: Make sure you prompt the reader to take the next step. That is to visit your site where the salesletter will do the selling for you. Creating a sense of urgency helps and so does a time-limited offer. Use instructions like click through now, visit our site today, here's the link to click... You get the idea.

Test your ad copy first: Using free ezine ads is a great way to gauge the response from your advertising before you go and pay for advertising. Test them out and get them pulling the response you really want. ;-)

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About the Author:

Eva Browne-Paterson publishes EvieB's New-Z and runs Ezines-R-Us.com. She lives in Australia and has been marketing for over 13 years online. If you're looking for ezines to test your ad copy in, click the following link to subscribe with one click to over 20 ezines with a double opt-in reach of nearly 300k! <http://www.ezines-r-us.com/freeadvertising.htm>