

Out-Of-The-Box Ad Strategies

Notable Clients & Endorsements

Wrinkle Removal Miracle

Skin Transforms in 60 seconds!

(Used by Oprah, Beyonce & Britney)

www.dremu.com

Famous Phrases

"Go Ahead, Make My Day"

Dirty Harry's Streetfighting Manual

For Hard, Leathery, Remorseless Men

www.DirtyHarryManual.com

Words & Phrases that Evoke Sound

Street Fighting Secrets

Smack! Bam! Splat!

Your Fist Against His Jaw

www.StreetFightingSecrets.com

Sight, Sound & Motion Together

Fear No Man

Blood Flies, Bones Crunch, Jaws Crack

They'll Never Mess with You Again

www.StreetFightingSecrets.com

Onomatopoeia

*Words that imitate sounds (Bang! Buzz!
scritch-scratch, rat-a-tat-tat, glug-glug, etc.)*

Anger Management

Smash! Punchbowl is in Pieces

Get Control of Yourself

www.SpringfieldCounseling.com

Metaphors

Will Your Wedding Be

A Carnival of Utter Confusion,

Or the Happiest day of your life?

TheWeddingOintment.com

Question Marks and Dashes

Sexually Transmitted Info

Warts, Herpes, Blisters, AIDS?

Symptoms - Diagnosis - Treatments

www.STDmisery.com

versus

Sexually Transmitted Info

Warts? Herpes? Blisters? AIDS?

Symptoms-Diagnosis-Treatments

www.STDmisery.com

D-a-s-h-e-s in Display URL

[Millionär Mit Mangosteen](#)

Die Mangosteen schmeckt wie Geld!
Entdecke das Mangosteen Geheimnis

M-A-N-G-O-S-T-E-E-N.de

5 Clicks | 9.2% CTR | \$0.04 CPC

Served - 50.5% [\[more info\]](#)

[Edit](#) - [Delete](#)

[Millionär Mit Mangosteen](#)

Die Mangosteen schmeckt wie Geld!
Entdecke das Mangosteen Geheimnis

www-Mangosteen.de

1 Clicks | 1.8% CTR | \$0.03 CPC

Served - 49.5% [\[more info\]](#)

[Edit](#) - [Delete](#)

The Power of One Little Dash

The Universe

Was it Created by God?

Or Does Science Say Something Else?

www.CosmicFingerprints.com

15,404 Clicks | 0.6% CTR

Vs.

The Universe

Was it Created by - God?

Or Does Science Say Something Else?

www.CosmicFingerprints.com

21,615 Clicks | 0.9% CTR

Trial Offer

Hoodia 750 Appetite Supp.

Rapid Loss of Weight

30 Day Guarantee, Buy 2 Get 1 Free

www.lab88.com

Accompanying Offer

NutriSystem Weight Loss

Lose weight with NutriSystem.

1 week of free food with your order

www.nutrisystem.com

Results Within Period of Time

Learn German in 10 hours

After a weekend you will have a

working vocab & grammar. -Newsweek

www.unforgettablegerman.com

Claim To Fame

Organic Valley Butter

Voted "Best Butter In The Nation"

The Organic Valley Family of Farms

www.organicvalley.coop

Don't Buy, Pay the Consequences

Street Fighting Secrets

Fools Watch DVD's – and Die

Champions Learn from the Master

www.StreetFighting.com

Exposé & Horror Stories

Breast Enlargement?

Be Afraid.

Be Very Afraid.

www.BreastReport.com/HorrorStories

“You Don’t Have to Meet Certain Conditions”

Home Loans, Bad Credit OK

Bad Credit? Good Credit? No Credit

4 out of 5 applicants approved.

Refinance-Home-Loans.us

Specific Procedures & Immediate Action

Rescue Your Marriage

Stop a divorce dead in its tracks.

Exact Things To Say & Do, Now!

RescueYourMarriage.com

Sponsor a Discussion

Euthanasia

Is it morally correct?

Discuss with other youth.

NewzCrew.org

Make Bald-Faced, Controversial Statements & Claims

Global Warming: a Hoax

It's Anti-Business Liberal Paranoia

Uncover & Discover the Media Lies

www.globalwarmingbaloney.com

Speak in the 3rd Person

Hope After Drug Addiction

Healing & Help for Individuals

& Families Touched by Drugs

www.HopeAfterAddiction.com

Skeptical

Does "See Clearly" Work?
Read an independent review of the
See Clearly Method.
www.AllAboutVision.com

Sarcastic

Spanish? Oh, Please.
Just What You've Always Wanted:
Another Dopey Spanish Program.
www.LoserSpanish.com

ADVANCED ADWORDS RESPONSE MODIFIERS

This is a list of ideas and categories that you can use to inspire new ideas for your AdWords ads. It's designed to help you think through all of the possible dimensions and directions into which you can take your advertising message.

Huge, huge disclaimer: Just because you see a particular type of ad in this list doesn't automatically mean we recommend that you copy its ideas. You've got to use your own critical judgment. Many (not all) of these are in fact actual Google ads by real advertisers, and some of them contain punctuation mistakes, bad grammar, stupid offers, lousy salesmanship and more. Plus a whole bunch of them send you to websites that sell complete junk and do a crappy job of it to boot. We're not advocating that at all. We're just giving you examples of approaches that people take.

Also, some of these are "made up" – even though the website might exist, the ad wasn't written by them. It was written by us to illustrate a point.

Oh – and we're not taking sides on controversial political and social issues mentioned in some of the ads below, either. You're on your own with those.

The Senses

Words & Phrases that Evoke Taste

Designer Paint Collection
Luscious Bold Colors
Delicious Earth Tones
www.paint.com

Lava Lamp
Volcano, glitter, space styles.
Lavalicious!
www.LampsPlus.com

Words & Phrases that Evoke Smell

Fresh Flowers for Less
Fragrant Arrangements, Delivered Now
Nature's Perfume Fills Your Home
www.flowers.com

Words & Phrases that Evoke the Sense of Touch

The Wildest Massage

The Sensation of Shivers & Tingles
Through Your Skin & Down Your Spine
www.SkilledMassage.com

Words & Phrases that Evoke Sound

Street Fighting Secrets
Smack! Slam! Splat!
Your Fist Against His Jaw
www.StreetFightingSecrets.com

Words & Phrases that Evoke the Visual

Playing Trumpet?
Blow Like Miles Davis
The Rebirth of the Cool
www.PlayLikeMiles.com

Words & Phrases that Evoke the Feeling of Motion

Back Massage in Chicago
Expert Hands Ease Your Muscles
Stress Drips Away like Butter
www.ChicagoBackMassage.com

Sight, Sound & Motion Together

Fear No Man
Blood Flies, Bones Crunch, Jaws Crack
They'll Never Mess with You Again
www.StreetFightingSecrets.com

Wordplay & Clever Language

Onomatopoeia

Onomatopoeia is when words imitate or represent actual sounds – such as Bang! Buzz! scritch-scratch, rat-a-tat-tat, glug-glug, etc.

Anger Management
Smash! Punchbowl is in Pieces
Get Control of Yourself

www.SpringfieldCounseling.com

Whoosh!

There Goes That Miata MX-5

She Rides Like the Wind

MX5TestDrive.com

Rhythm

These don't rhyme and they're not in some arcane meter, but they have a rhythmic feel to them, and roll quickly off the tongue.

Simple Self Defense

For Ordinary People

Fast Personal Protection Training

www.TFTgroup.com

Want to Learn Chinese?

Throw Out Dull, Stilted Book Study

and Watch Your Chinese Come Alive

MasterChineseFaster.com

Rhyme

Be creative with this, but beware that Google's editors could decide your ideas are too far over the top, and disapprove your ads.

Stop Spam

Create a Jam

Turn Evil Men into Ham

www.SpamClam.com

Consonance

Consonance is the repeated use of certain consonants for a humorous or eye-catching effect.

Drawing a Blank on Funk?

Honk if You Think Funk Stinks

Don't Zonk; Join Our Think Tank

www.DunkFunk.com

Haiku

Haiku is the old Japanese poetic form that involves succinct expressions and powerful word pictures. It consists of three lines; the first and third have five syllables, and the middle line has seven.

Coffee in the Cup
Watch with Delight How it Swirls
One Drink, and You're Hooked
www.CoffeeHaiku.com

Anger Management
Smash! Punchbowl is in Pieces
Learn Some Self-Control
www.SpringfieldCounseling.com

Similes

Similes are comparisons that specifically use "like" or "as."

Fresh Air Purifier
Scent Like April Showers
On Sale Now With Free Shipping
www.AlpineAirOnline.com

Metaphors

Will Your Wedding Be
A Carnival of Utter Confusion,
Or the Happiest day of your life?
TheWeddingOintment.com

Personification

Personification is taking an inanimate object, or something not human, and making it act or appear human.

Portland's Funny Dentist
The Happiest Drill in the West
Your Mouth Will Thank You Forever!
FunnyDentist.com

Metonymy

Metonymy, or a metonym, is when one word or phrase is substituted for another that it's closely associated with, such as using "Uncle Sam" to refer to the US government,

“Beijing” to refer to the Chinese government or “the bomb” for a country’s possession of nuclear capability.

Landscaped to Perfection
The Green, the Colors, the Shade,
the Stone, the Wood: All in Harmony
HeavenlyLandscapes.com

Synecdoche

“Synecdoche is when a part is used for the whole (as *hand* for *sailor*), the whole for a part (as *the law* for *police officer*), the specific for the general (as *cutthroat* for *assassin*), the general for the specific (as *thief* for *pickpocket*), or the material for the thing made from it (as *steel* for *sword*)” (American Heritage Dictionary)

Fighting a DUI?
Beat the Long Arm of the Law -
Smokey Can’t Put You Behind Bars
www.BeatMyDUI.org

Boston’s Funny Chiro
The Happiest Cracker in the West
Your Back Will Thank You Forever!
FunnyChiro.com

Taking Advantage of Lines & Spaces on the Page

Word Repetition

List Used Car To Sell
List your car to sell easily
Used Car Listing for Sale by Owner
www.thingstolist.com

105 Positive Affirmations
Get Positive Affirmations Results
Master Positive Thinking Today
SunnyThoughts.com

Short Phrases & Separate Ideas in Each Line

Popular Ethernet Terms
Complex Words - Simple Definitions
3 Page Guide - Free PDF Download

www.BB-Elec.com

Eager to Learn Chinese?
5 Unique Steps in 5 Days
A Strategy Like You've Never Seen
MasterChineseFaster.com

Complete Sentences that Straddle Multiple Lines

Will Your Wedding Be
A Carnival of Utter Confusion, or
The Happiest day of your life?
WeddingRescue.com

Want to Learn Chinese?
5 Secrets You Must Know
To Master Chinese, and Fast
MasterChineseFaster.com

Minimal Space

Trumpet
Bargain Prices.
You want it, we got it!
BizRate.com

Bouquet
We send flowers all over the world
.
www.zenoflor.it

Get Love Back
.
.
www.GetLoveBack.com

Tweaking Your URL

The URL is the second thing people notice after your headline. Give it the attention it deserves. Find whether making it more readable or more noticeable helps your cause or hurts it; find out how many different possible ways you can display your website

location, how specific or general you should be, and which variations swing the biggest difference.

Technical vs. Elegant

Beware of scaring off customers by appearing too technical, too hyper-specific to your prospects.

- GadgetsExpress.net
- Hulls.GadgetsExpress.net
- www.gadgetsexpress.net/hulls
- www.gadgetsexpress.net/hulls/4995-x72

Top-Level Domain Name:

.Net versus .Com versus .Biz versus ...

Choosing the right top-level domain can suggest something very different about your business. If you can't get a .com, will .net or .biz make you look like a poser? Or could it actually help your cause? Do you need it to identify you as serving a particular market (like the U.K.), or do you need to look generic?

Empower Your Consulting
Tools to Attract Better UK Clients
Grow Your Consulting Business 10x
www.consultantstoolbox.co.uk

- www.consultantstoolbox.com
- www.consultantstoolbox.net
- www.consultantstoolbox.us

What Domain Name Should You Use?

Choosing a more generic domain name can be useful for suggesting that you offer a wide selection of other products. Choosing a more specific domain name tells users that you're highly specialized.

15" Woofers
Extraordinary Sound Response
Top Quality Driver Design
www.SpeakerExpress.com/woofers

15" Woofers
Extraordinary Deep Bass Response
Top Quality 15" Woofer Design
www.15InchWoofers.com

Abstract Subdirectory

Keyword Subdirectory or Subdomain

Google doesn't require you to include any subdirectory or even subdomain details in your display URL, as long as the main domain is the same. But adding subdomain or a subdirectory may convince users that you're more relevant.

Adding Subdirectories:

- www.acme.com/explosive
- www.acme.com/innovate
- www.acme.com/energy
- www.acme.com/evolve

Adding subdomains:

- innovate.acme.com
- innovate.acme.com/energy
- freegift.weddingsurprise.com

With www.- and Without

Google doesn't require you to include the www. Test to see what works better for you.

- www.AdWordsStrategy.com
- AdWordsStrategy.com

Capitalizing Your URL

You can't capitalize the whole thing, but you can capitalize initials. Sometimes this makes your URL more readable, especially if it's longer.

- adwordsstrategy.com
- www.adwordsstrategy.com
- www.AdWordsStrategy.com
- AdWordsStrategy.com
- freegift.weddingsurprise.com
- FreeGift.WeddingSurprise.com

Capitals & Punctuation

Capitalization

Landscaped to perfection

The green, the colors, the shade,
the stone, the wood: all in harmony

www.heavenlylandscapes.com

versus

Landscaped to Perfection
The Green, the Colors, the Shade,
The Stone, the Wood: All in Harmony
www.HeavenlyLandscapes.com

Question Marks

Google won't allow double or triple question marks (e.g., ??, ???) but you can test to see if using multiple question marks in a single ad catches users' attention better than just one.

Sexually Transmitted Info
Warts, Herpes, Blisters, AIDS?
Symptoms - Diagnosis - Treatments
www.STDmisery.com

versus

Sexually Transmitted Info
Warts? Herpes? Blisters? AIDS?
Symptoms-Diagnosis-Treatments
www.STDmisery.com

Exclamation Point

Google will only allow you one exclamation point in your ad, and never in your headline. Test and see what effect exclamation points have.

Work From Home
Take control of your future;
We'll put you in business today.
www.epowerandprofits.com

versus

Work From Home
Take control of your future;
We'll put you in business today!
www.epowerandprofits.com

Quotation Marks

Sometimes quotation marks, used as you see below, can boost CTR by 10% or more. They're also very useful with headlines in general.

Double quotes (suggests that someone else said this):

"As Seen On Oprah"
Wrinkles disappear in 60 seconds!
See video results, testimonials.
www.dremu.com

Single quotes (which imply that what someone else said is questionable):

Atheist 'Logic'
A New Age Of Reason?
Or Just a Clever Shell Game?
www.AtheismDeconstructed.com

Parentheses

Wrinkle Removal Miracle
Skin Transforms in 60 seconds!
(Used by Oprah, Beyonce & Britney)
www.dremu.com

Commas

Commas in strategic places can call attention to key words in your ad. The second ad below added a comma in the headline and improved response by almost 10%.

Write a Book Fast
How You Can Write a Complete Book
In 14 days, or Less, Guaranteed
WriteABookFaster.com
(4.1% CTR)

versus

Write a Book, Fast
How You Can Write a Complete Book
In 14 days, or Less, Guaranteed
WriteABookFaster.com
(4.4% CTR)

Semicolons

Mudflaps for Trucks
Ford, Chevy, Dodge, Toyota
All Trucks, All Styles, All Sizes
www.mudflapmadness.com

versus

Mudflaps for Trucks
Ford; Chevy; Dodge; Toyota
All Trucks; All Styles; All Sizes
www.mudflapmadness.com

Also: You should test “Mudflaps” against “Mud Flaps.” Also likely to make a difference. You may want to bid on both keywords and have them in separate groups, with the ad matching the keyword in each case.

Slashes

Mudflaps for Trucks
Ford / Chevy / GM / Toyota
All Trucks, All Styles, All Sizes
www.mudflapmadness.com

Dashes

Don't confuse dashes, which have a space before and after (“Fresh strawberries - Low Prices”), with hyphens, which connect two words without any spaces (“Fresh-picked strawberries”). Dashes used the right way can catch the eye and even replicate spoken emphasis.

The Universe
Was it Created by God?
Or Does Science Say Something Else?
www.CosmicFingerprints.com

The Universe
Was it Created by - God?
Or Does Science Say Something Else?
www.CosmicFingerprints.com

The second ad above performed significantly better than the first.

Special Claims & Offers

Guaranteed

Non-surg. Gastric Bypass
Losing weight has never been easier
Zetacap is 100% guaranteed!
www.selmedica4you.com/

Trial Offer

Hoodia 750 Appetite Supp.
Rapid Loss of Weight
30 Day Guarantee, Buy 2 Get 1 Free
www.lab88.com

No Obligation

Non Profit Debt Relief
No Obligation Credit Solutions.
Get Help From Qualified Counselors.
www.debt-free-today.org

Accompanying Offer

NutriSystem Weight Loss
Lose weight with NutriSystem.
1 week of free food with your order
www.nutrisystem.com

Something Free

Power Teleconferencing
Unlimited usage. Flat monthly rate.
Easy-to-use. Free 7-day trial.
www.InfiniteConferencing.com

Sign Up for Something Free (pre-qualifies the visitor)

Power Teleconferencing
Unlimited usage. Flat monthly rate.
Sign Up For Free 7-day trial.

www.InfiniteConferencing.com

Results Within a Certain Amount of Time

Learn German in 10 hours
After a weekend you will have a
working vocab & grammar. -Newsweek
www.unforgettablegerman.com

Deadline

Titanium Golf Clubs
On Sale Today Only
Deadline: Midnight January 20
www.TitaniumClubs.com/Special

Make Your Own Claim to Greatness

Organic Valley Butter
Voted "Best Butter In The Nation"
The Organic Valley Family of Farms
www.organicvalley.coop

Claim Official Approval/Certification/Validation

McGivern Diamonds
Certified Diamonds Wholesale Prices
GIA Certified - Deal direct w/owner
www.overnightdiamonds.com

A Portion Goes to Charity

Diamond Engagement Rings
Free Shipping and 30 day Returns
3% donated to her favorite charity
www.IDoFoundation.org

Enhancing Your Image

Notable Clients & Endorsements

Wrinkle Removal Miracle
Skin Transforms in 60 seconds!
(Used by Oprah, Beyonce & Britney)
www.dremu.com

Strict Standards

Kona Coffee - Organic
100% Kona Organic Coffee
Estate Grown-no chemicals
www.ladydee.com/coffee

“We Demand Excellence”

Buy only quality Tea
Or discover a new Tea. We sell only
the highest quality Tea and Teaware
www.PortsmouthTea.com

We're Not Cheap

Top Notch Coffees
Want Cheap Coffee? We're Not It.
Top-Quality Organic Colombian.
www.TopNotchCoffees.com

Flatter Your Customer

Rare Asian Silks
Only the Finest Imported Silks
To Meet Your Discriminating Tastes
www.RareAsianSilks.com

Hi-Level Networking
Connect With the Most Intelligent,
Capable Individuals, Like Yourself
www.DrivenBySuccess.com

Warning Against the Competition & Discrediting Knock-Offs

Street Fighting Secrets
Fools Watch DVD's – and Die
Champions Learn from the Master
www.StreetFighting.com

Hair Transplants? Be Wary
Find 52 world-premier surgeons
See 400+ patient photos, share info
www.hairtransplantnetwork.com

Exposé

Coffee Exposed
A secret that coffee co's
don't want you to know.
www.theCoffeeFool.com

Breast Enlargement?
Be Afraid.
Be Very Afraid.
www.BreastReport.com/HorrorStories

Tweaking Your Terms of Business

Filter

Use your ad copy to filter out visitors you don't want, or to prevent clicks from people you know won't buy from you.

This one was designed to attract manufacturers and repel retail consumers:

Power Supplies for OEMs
Qty 250+, Rapid Custom Production
1-Day Quote & Fast JIT Delivery
PowerAdapters.net

Guaranteed Sales
We do the work - You get paid!
\$1995 to start your new life.
porterdirect.kokorio.com

Be Very Specific

Olympus D-7AC AC Adapter
For Stylus-500
Only \$28.99 at Buy.com
www.Buy.com

Be Reassuringly Specific

Answer people's most obvious hesitations & objections.

Single Christian Dating
Meet relationship-ready emotionally
Healthy, Local Single Christians
www.SinglesOfFaith.com

“You Don’t Have to Meet Certain Conditions”

Home Loans, Bad Credit OK
Bad Credit? Good Credit? No Credit
4 out of 5 applicants approved.
Refinance-Home-Loans.us

Reassurance Even When it Seems Hopeless

How to Save Your Marriage
Even if you've lost all hope and
you're the only one who will try.
www.SaveMyMarriageNow.com

X Easy Steps

Show how straightforward & uncomplicated it is to succeed with your approach.

Eager to Learn Chinese?
5 Beginner's Principles in 5 Days
And a Long-Term Strategy that Works
MasterChineseFaster.com

Rescue Your Marriage
Stop a divorce dead in its tracks.
Exact Things To Say & Do, Now!
RescueYourMarriage.com

Controversy

Use the controversy that does or could surround you and your website to attract more visitors, or more of the type of visitors you're looking for.

Host a Discussion, Not Just One Opinion

Euthanasia

Is it morally correct?

Discuss with other youth.

NewzCrew.org

Contraception

Should it be taught in schools?

If you're a youth, come discuss.

NewzCrew.org

“Just Get Involved”

Teens Make a Difference

Change what you don't like. Make

Noise on Global Causes and Issues.

www.YouthNoise.org

Share Real People's Experiences

Girls Talk About Abortion

Young women who've had or wanted an
abortion talk about the experience.

www.standupgirl.com

Bald-Faced, Controversial Statements & Claims

Global Warming: a Hoax

It's Anti-Business Liberal Paranoia

Uncover & Discover the Media Lies

www.globalwarmingbaloney.com

“We'll Help You Refute the Other Guys”

Supply-Side Economics

Supply-Side Econ Thoroughly Refuted
In Sensible, Understandable Manner
www.EconomicArgument.org

Just the Facts

Acne Articles
Read physician-reviewed articles
about acne.
www.healthline.com

Fer-it

Boldly take a position for something.

Pro Euthanasia
Exit International
Dr Philip Nitschke, MD
www.exitinternational.net

Again'-it

Boldly take a position against something.

Abortion? How to Choose?
Seven Eternal Reasons to Promote
Life Rather Than Abortion!
ICreateWisdom.com

Questioning Accepted Traditions & Practices

Is theology biblical?
Theology is meaningless to
the truly born-again Christian
www.bjnewlife.org

A Little Humor

How To Destroy a Village
Get the truth about the Clinton
administration. Below retail price.
www.conservativemall.org

Common Enemy

EnemiesofHillary.com
Search engine for conservatives.
Proceeds go to Hillary's opponent
www.EnemiesofHillary.com

Play on Words

Clinton took liberties
Bush is taking yours
shirts hats mugs bumper stickers
DontBlameMeIvoted4Kerry.com

Help in Crisis

Speak Directly and Solve the Problem

Bad Marriage?
Learn How To Stop Arguing, Improve
Your Relationships and Self-Esteem
www.PositiveConflicts.com

Give Hope

HIV / AIDS Information
Choose hope over despair. Advocacy,
treatment information & more.
www.projectinform.org

Offer Help in Discussing a Sensitive Subject

Talk About HIV/AIDS
Not sure how to talk about AIDS?
Read tips to help you get started.
www.KnowHIVAIDS.org

Speak in the 3rd Person

Sometimes in order to take the edge off you're better off not singling out the reader and talking to him or her directly; other times you want to reach family and friends as well as the affected person himself.

Hope After Drug Addiction
Healing & Help for Individuals
& Families Touched by Drugs
www.HopeAfterAddiction.com

A Deeper Look at Loss
Advice and inspiration for those
grieving the loss of a loved one.
www.isabellacatalog.com

Speak in the 2nd Person

Grief Journal
A powerful self-guided journal to
help with the loss in your life
www.griefjournal.com

Learn to Cope with Grief
Movies that will Warm your Heart,
Expand your Mind & Stir your Soul!
www.SpiritualCinemaCircle.com

You Could Go Either Way

Should You Stay or Go?
Step-by-step guide for making the
right relationship decision.
www.StayorGo.com

Choose Your Tone

Happy

Games that are 100% Free
Play our wild array of free online
games that are fun and exciting!
www.BigCatRescue.org

Strangely Funny

Captain Ozone

A very Bizarre website with a
30-minute video documentary
CaptainOzone.com

That's Comedy Joke Book
You'll Laugh Your Face Off
Guaranteed
www.thatscomedy.com

Sarcastic

Spanish? Oh, Please.
Just What You've Always Wanted:
Another Dopey Spanish Program.
www.LoserSpanish.com

Severe

Warning: Diamond Buyers
Important: Know this information
before buying a diamond.
www.gemex.com

The Gum-Smacking Teenager

Summer Camp? Oh, My Gosh.
Seriously, You Got to Check It Out.
It's, Like, So Totally the Bomb!
www.TeenCampsMontana.com

Hype

Stop The Addiction Now
New Breakthrough Stops Your
Addiction In 7 Days Or Less!
www.StopTheAddiction.com

Make Money NOW
Fire your Boss-Dump your JOB

You Deserve to Earn \$-Your Terms!
www.BusinessForSuccess.net

You Won't Believe This
Guaranteed Income - No Risk!
Create Income Without Working
GiftOfProsperity.com

Matter-of-Fact

Proper Nutrition
Dangers of synthetic vitamins.
Benefits of our whole vitamins.
GetProperNutrition.com

Lower Heart Disease Risk
Heart Disease is the #1 Killer of
Women. Get the Facts From NIH.
www.hearttruth.gov

Skeptical

Does "See Clearly" Work?
Read an independent review of the
See Clearly Method.
www.AllAboutVision.com

Compassionate

Let Go Of Your Grief
Grief Is A Voice In Your Head.
Learn To Find Peace & Comfort.
www.jeffputnam.com

Heal Your Grief - 21 Days
Try this highly effective program.
Free. Private. In your own home.
Heal-Your-Grief.com

Relief

Toothache Relief, At Last

No More Pain, or Sleepless Nights!
Visit Santa Fe's Friendly Dentist
www.NoMoreToothache.com

Obnoxious

I'm Rich. You're Not.
See how I make \$3 Million per year.
But keep the drooling to a minimum.
www.TheRichJerk.com

More Tips, Tricks, Ideas & Approaches

The Closely-Guarded Secret

Doing AdWords Right?
Don't tell your competitors about
these 21 pay-per-click ad secrets.
www.Page-Zero.com

Reverse Psychology

Do not use my program
Use other fake programs.
I love being richer than you all!
www.richjerk.com

Self Deprecating

Pain Relief
Not Stupefying
But Gets The Job Done
www.PainRelief.com/adequate

Oddly Memorable

It's Not Brain Surgery
Just a Completely New Way
To Listen to Music
www.Linaeum.com

Women's Names

Gina's Lava Lamps
Volcano, glitter, space styles.
Lavalicious!
www.LampsPlus.com/Gina

Business Calling Plan
Businesses: Get Great Deals!
Free Quotes from Sophia
www.BuyerZone.com/TalkToSophia

For Women

Women Stop Smoking
Become a non-smoker
Tips from 29 who quit
www.StopSmokingNow.com/women

For Men

Stop Smoking for Men
Become a non-smoker
Tips from 29 who quit
www.StopSmokingNow.com/men

The Mysterious Woman

Enchantress Perfume
Cloaked in Black She Casts Her Spell
None Who Enter Can Ever Escape
www.Enchantress.com

Steamy Conversation

"Get Out Now" She Said
"I didn't show you this" I replied
"Ooh Sam, now you're talking."
www.LastResort.com

Cliché

80's MTV Songs
A Blast From The Past!
Buggles, Loverboy, Flock of Seagulls
www.MTVsongs.com

Famous Quotes, Phrases, Lyrics

The California Hotel
Can Check Out Anytime You Like
But You Can Never Leave
www.HotelCalifornia.com

Spiral Staircases
"Climbing the Stairway to Heaven"
(She Bought It From Us)
www.SpiralStaircase.com/Zeppelin

"Go Ahead, Make My Day"
Dirty Harry's Streetfighting Manual
For Hard, Leathery, Remorseless Men
www.DirtyHarryManual.com

Forgot Your Oil Change?
Homer's Engine Locks Up - DOH!
We Fix It
www.ApusCarRepair.com

The Classified / Wanted Ad

Wanted: Wet Nurse
Need Healthy Gal with Extra Milk
Apply in Person Tues & Thurs
www.WetNurseWanted.com

Bookkeeper Seeks Store
Attractive, Sassy Gal Knows Numbers
Flourishing Retail Operation Desired
www.ChrissiesBookKeeping.com

Testimonials & Endorsements

"I Cured My Arthritis."
You can too! Forget expensive meds

and surgery. Stop the pain.
www.CureYourArthritis.com

Learn German in 10 hours
After a weekend you will have a
working vocab & grammar. -Newsweek
www.unforgettablegerman.com

Instant Discount

\$10 Off Migraine Relief
Get an Extra \$10 Off w/Coupon sv10.
Free Next Day FedEx. U.S. Pharmacy.
www.healthlinkdirect.com

DIY vs. Somebody Else

We Do Short Sales For You
Make money buying pre-foreclosures
using our experience and expertise
www.ShortSalePackage.com

Headline Humor

Backwards Bush Keychain
Because counting backwards makes
the time pass quicker.
www.backwardsbush.com

Offer Education When Everyone Else is Just Listing Features

Diamond Engagement Rings
Advice, tips & ideas on how to buy
the best diamond for your budget
www.bridaltips.com

Unwittingly Bad Ad Copy

These examples are all real, by the way.

Finding A Date Online
Use real people, not just a survey
To find the right match for you
www.Engage.com

God
Looking for God?
Find exactly what you want today
www.eBay.com

Fried Chicken
Looking for Fried Chicken?
Find exactly what you want today
www.eBay.com