

Presented by FreeClassifiedsPlace.com

Place your Classified Ad for free at FreeClassifiedsPlace.com

[Click here to know more](#)

Our Web Hosting Plans Start From Only 41 cents / month. Our Web Hosting Plans Start From Only 41 cents / month. Sorry, We're Only Repeating To Inform That This Isn't A Typo :) Do Check Us Out!

[Click here to know more](#)

The Art Of Writing Profitable Classified Ads

By Emma Okafor

The Art Of Writing Profitable Classified Ads

by: Emma Okafor

The art of writing profitable classified ads

Everybody wants to make money. In fact most people would like to hit upon something that makes them instantly rich! And seemingly, one of the easiest to the fulfillment of these dreams of wealth is mail order or within the profession of the business, direct mail selling.

Hardly anyone gives much real thought to the basic guide for selling by mail-the writing of profitable classified ads.

So what makes a classified ad good or bad? First of all, it must appeal to the reader, and as much, it must say exactly what you want it to say secondly, it has what it says in the least possible number of words in order to keep you operating within your budget. And thirdly, it has to produce the desired results.

Grabbing the reader's attention is your first objective. There has to be something about your ad that gets a reader's attention out of many other ads. So, the first two or three words of your ad are of the most importance and it deserves your careful consideration. Most surveys show that words or phrases that quickly involve the reader tend to be the best attention-grabbers. Some words as: FREE& WIN& MAKE BIG MONEY&

Now after grabbing the reader's attention you still need to go further. You have to interest him with some thing that even him can do. A word like easy & simple guaranteed or some other such word or phrase that can do the magic. So now, we've got an ad that reads MAKE BIG MONEY! Easy & simple. Guaranteed! By now he is hooked up.

The next stage of this game is to get the results. Results need action from the reader. This is the part where you need words like Limited offer- Act now! Write today. Putting it all together, then your ad might read something like this:

MAKE BIG MONEY! Easy & simple. Guaranteed! Limited offer. Send \$1 to:

[Instant Letter Writing Kit](#)

Comprehensive letter writing style guide for writing ALL types of letters, with over 100 formatted downloadable templates.

The final ingredient of your classified ad is of course, your name, address the reader is to respond where he is to send his money or write for further information.

Generally speaking, readers, respond more often to ads that include a name than those showing just initial or an address only. However, because advertising costs based upon the number of words, or space your ad takes, the use of some names in classified ads could be quite expensive. For example a company name like Money Maker s opportunity forum can be shortened to Moneymakers. The point is to think relative to the placement costs of your ad. Shorten excessively long names. The same applies to your post office box number. Shorten it to plain Box 50, or in the case of rural delivery, shorten it to just RRL.

Just adhere to the basics and profits will increase according. There is no point in being tricking or clever. One of the best ways of learning to write good ads is to study the classified-try to figure out exactly what they re attempting and then practice rewriting according to the rules I have given you. When you sit down to write a classified ad, always write it all out-write down everything and then go back over it, crossing out words and refining your phraseology.

In summary of all what I have written, good written classified ads should Grab the readers attention & Interest the readers with something, that appeals to him/her& Further stimulate him/her with something (catch phrase) that makes him/her desire the product or service & Demand that he/she act immediately &

Now you know the basics, the rest is up to you.

Am Emma Okafor,an online market researcher and writer.

<http://bizacumen.8k.com>

mimionline@zwallet.com

Short But Sweet--Keys to Writing Effective Classified Ads

By Elizabeth Sinclair

Short But Sweet--Keys to Writing Effective Classified Ads by Elizabeth Sinclair

Short But Sweet--Keys to Writing Effective Classified Ads

By Elizabeth Sinclair

The key to writing an effective classified ad lies in your ability to say a lot with a little. In other words, grab my attention, tell me about the best features of your product or service, and command me to buy in 50 words or less.

Sound easy enough? Many people think writing a classified ad is a no-brainer until they get started. Then they discover that, try as they might, they can't get their point across in only 50 words.

When you are passionate and excited about the product or service you offer, it is difficult to sum up that enthusiasm in a short block of text. However, if you have a few definitive rules in mind before you start writing your classified ad, it will be easy as pie:

1. Capture attention with headlines--Headlines are the key to grabbing a reader's attention. They are what people read first, so if you don't interest them with the headline, they won't read on. State your best selling point concisely in fewer than 5 words. Use action words that appeal to the emotions, like "SAVE" or "WIN."

Remember to target your audience tightly. Many classified ad writers make their headlines too all-inclusive, rendering them non-specific. Pick 3 or 4 key groups of people, and write different headlines for each. If you are marketing to soccer moms, say something like "TIRED FROM JUGGLING KIDS AND WORK?" If you are marketing to college students you could say something like, "TIRED OF JUGGLING HOMEWORK AND A JOB?"

2. Less is more--Use just enough description to make your prospect want what you offer. This is the really tough part; the part where people mistakenly think that more is more. Classified ads are not meant to give extensive details about your product or service. Highlight 1 or 2 key points and call it good. Focus on making these selling points more attractive rather than including too many selling points, which leaves no room for the push.

3. Demand action--Tell your prospect what to do: order, call, write, email, subscribe, buy, visit, don't wait. Don't make your reader decide what to do next. Tell them what to do! Remember, people respond when their interest is peaked. After you have made your prospect want what you offer, move in for the kill and demand that they take immediate action.

4. Contact information--Always include several ways to buy in your contact information. I know, I know. This takes up some of your valuable selling space, but you should do it anyway. What if someone wanted to buy from you, but it was too difficult for them to get Internet access? It's worth it to include your phone number or address for those who have not yet embraced the age of technology.

Discover a wealth of information in "How to Turn Ordinary Ads into Money Pulling Magnets." Learn how to use one of the most effective marketing tools available to its most profitable potential. Download today! <http://www.classified-promotion.com>

Discover a wealth of information from Elizabeth Sinclair's new ebook, "How to Turn Ordinary Ads into Money Pulling Magnets." Learn how to use one of the most effective marketing tools available to its most profitable potential. Download today! <http://www.classified-promotion.com>

Related eBooks:

[Short But Sweet--Keys to Writing Effective Classified Ads](#)
[Internet Marketing: 3 Profitable Steps In Ezine Marketing](#)
[Here's A Good Way To Write Classified Ads That Work](#)
[AdWords Strategies - Discover Explode Your Click-Through Rate Through the Roof!](#)
[The Beginners Guide to Writing Classified Ads](#)

Get more Free PDF eBooks at FreePDFeBooks.com

Related Products:

[The Classified List](#)
[Write Around The World FREE!](#)
[Instant Info-Product Business](#)
[Build Your Own Mail Order Empire](#)
[Mega-Wealth Audio Library](#)

Malamaal.com: A genuine resource center for Quality Ebooks and Softwares

**This PDF eBook is for free Distribution only, it cannot be SOLD
Web Hotspots Web Hotspots Registration and Download.**

[Click here to know more](#)

Powered By FreePDFeBooks.com

[ReBrand this PDF eBook with your Name / URL / ClickBank Affiliate ID for Free](#)