



Classified As Secrets

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THE SKILL OF WRITING CLASSIFIED ADS

Yes, writing classified ads is an art, one that can be learned, developed and perfected in a relatively short period of time. Depending on the nature of your business, a well written classified can bring in business and subsequent sales of \$10,000 to \$25,000 annually, or more!

As with any business tool (and a classified ad is most assuredly a powerful tool) you must first become aware of the effective use of these little business builders, then understand exactly what can be expected of them and what cannot be accomplished.

First of all, forget about any notion of selling merchandise from a classified . Some of the "experts" will tell you that a classified ad can bring cash orders for 50.-\$1- up to \$3 or more, but this is the exception rather than a general rule. Even in cases where small amounts of cash are received, total results usually are considerably less than if no money had been requested.

Instead of wondering, speculating and experimenting with your advertising budget, concentrate on offering free information to attract as many interested prospects as possible for what you have to offer. Realize from the beginning that your ad should serve only one purpose: to target a specific audience consisting of people who need and want what you have to offer.

You want inquiries: letters, notes, postcards---anything on which might be scribbled the words, "Send more information." When you start receiving them, quickly reply with professionally prepared sales material to tell your story and make your sales pitch. The standard material will consist of a sales letter, descriptive circular or flyer, and a return addressed envelope for convenience in you the order.

ZERO IN ON YOUR MARKET

Unlike display advertising which must attract, reach out from the printed page and grab the reader; your classified ad is placed under specific heading according to subject. Readers interested in your subject will scan the heading in much the same way they would scan the Yellow Pages of the phone directory. They are looking for something. You have what they are looking for, or what will help them achieve what they want. Tell them!

No deception, please. What you want are quality names of prospective buyers... not a large quantity of names. It would be easy to promise the moon in your ad, but if it can't deliver it in your follow-up advertising, you will not only lose the initial sale, you will have alienated your prospect by deception and he/she will not be receptive to anything you say in the future.

Place your ad under the most appropriate heading. If you're offering something appealing to sportsmen, the heading would be probably SPORTING GOODS. If you're aiming at a specific type of sportsman such as hunters, fisherman, or bowlers, you might find such a heading. In some cases you can have the publication create a new heading for you for an additional charge. It could be worth the extra cost.

BE STRINGENT WITH WORDING

The best way to write your ad is to disregard size and cost at first. Just start writing everything on paper that might attract readers. Tell it all. Stress the need for what you have to offer, what it will do for readers, how they will benefit, what they can expect by using your product, how easy or more pleasant life will be for them.

When you have finished writing, you might have a long paragraph or a full page. Now is the time to think of size and cost. You will pay by the word, so you will have to be selective in your choice of words in the final ad.



MAKE YOUR CLASSIFIED ADS WORK

Advertising needn't be expensive. There are many ways to advertise inexpensively. The best of these is the classified ad. Unfortunately, too many people misuse classified ads. They try to sell a product directly from the ad. The best way to use a classified ad is as a "two-step" ad.

Traditionally, this has meant that the customer responds to a classified ad in order to get more information. The flyers, pamphlets, etc. that you send out do the selling.

There's a new way, though, to get customers to buy your product by using a classified ad. It's easy for the customer, it's quick, and, on the average, gets a HIGHER response than display ads. It's called the "EXPANDING CLASSIFIED AD."

This method of advertising requires an answering machine. That's right. You need an answering machine that can give an OUTGOING message of at least three minutes.

Your classified ad directs readers to call the phone number of your answering machine, where they will hear a powerful sales message for your product or service. They are then directed to send an order to the address you give on the tape, or they can leave their name and address, and you will send your product COD (cash on delivery). If you can take credit cards, they can leave their card # on the tape for payment (this is where you get the BIG success!).

The first and most important step is to write a sales message for your product. Keep in mind that if you can leave a three minute message, you really have only two minutes to describe the benefits your customer gets from your product. Note I didn't say to describe your product. Describe the benefits.

For example, if you're selling a book on the secrets to succeeding in a mail order business, don't tell them "My book has a chapter on mailing lists, and a chapter on drop shipping, and a..." etc. Give them a forceful explanation of how they will directly benefit by using your product:

"You won't waste anymore money on crummy mailing lists after you read my secrets in chapter 4... You'll increase your profit margin by using the drop shipping methods described in chapter 6."

This is much more persuasive and convincing to the listener, and will draw far more orders.

Practice reading your message with enthusiasm. Make sure it fits into two minutes, without sounding rushed. Deliver it in an exciting yet realistic way. Your goal is to get the listener "pumped up," so their ready to part with their money, just so they can share in the incredible secrets of your product. Don't mislead them, give them the impression that you're confiding in them. This will work.

Now tape your message. Don't worry if you don't sound as polished as a TV announcer. Just speak clearly, and with emotion. Use the third minute of your message tape for ordering details. Give the customer an easy to understand version of your address, for

sending an order. Also, give them complete details on your COD shipping, if you choose to do this.

Next comes the classified ad. There is a way of wording an ad for this purpose that is clearly better than other ways. Here is a sample which you should be able to adapt to your product. It uses the product described above:

"Double your mail order business' profits! Incredible recorded message tells secrets... Call (219) 555-5555 24 hours!"

Because you don't have to use up words on an address, you can be more wordy in your ad. The ad above, however, is only 15 words, which is the minimum in many publications. It's exciting, though, with "Double...profits," "Incredible," and "secrets" being the action words. "24 hours" will also be a motivating phrase for readers. All this will end up jamming the phone line listed in the ad, so be sure to use a second phone line, and not your main line...you'll never be able to get any other calls!

What will happen is that people will call from the ad, and, if your selling message is good, they will order your product. Try placing a 15 word classified ad that will actually sell your product! It can't be done. Yet, by "expanding" your classified ad, you can actually draw sales at a far lower expense than if you had to send out information, or place display ads.

MAKE A FORTUNE WITH CLASSIFIED ADS

Are you ready to make money - lots of it? Can you spare a little time and just a few dollars? If you are prepared to fulfill your dreams and realize your goals, mail order classified ads are your ticket to success.



You have what it takes - right now. Classifieds are the best dollar for-dollar return in advertising, and you can earn a high profit on your product investment.

Classified ads are the easiest to write, the easiest to place, and cost the least. They require only a simple follow-up, and bring in hundreds of dollars of sales.

People read classified ads for a purpose. They aren't interrupted - as in most advertising - and are specifically looking for products, services and information that appeal to them. Well-placed classified ads will bring hundreds - thousand - of replies month after month, year after year.

You don't have to have a special background to make money with mail order classifieds. Any beginner can realize a steady second income or develop a stable, full-time business through classified ads.

But you have to be persistent. You must WANT TO MAKE MONEY, and be willing to stick with it. If you do, you will find that being successful is easy. Just follow the steps, one by one while climbing the ladder to the top.

WHAT SHOULD I SELL?

Take a look at the classified ads in the magazines and tabloids you read. They are filled with offers for services, products and information. And they sound good. The ads show enthusiasm about the materials being offered.

What gets you going? There are many things you find of special interest constantly. Could you offer those for sale? Do you have a special trade or service that can be conducted by mail? Maybe you have a product to distribute, such as stamps or coins, a timesaving gadget, or a do-it-yourself kit. Or perhaps you can tap into wholesale or surplus goods that you can sell at a good profit. Bargains are always in demand.

The most successful type of mail order product is INFORMATION. Specialized information in the form of ideas, money-savers or self improvement can be easily produced on a low budget and readily SOLD AT A HUGE PROFIT.

Information in the form of how to make or do something is a constant best-seller. People are always looking for simpler, or cheaper, or better ways to improve their crafts. What can you offer?

THE 2-STEP APPROACH

The proven method of selling mail order items of information is called the two-step approach. Basically, you place a short classified ad in the back of a magazine or tabloid.

The ad does not mention price, but tells the reader to write for free details. Once you have an inquiry, you then send information concerning what you have to offer, and watch those orders pile in. Essentially, a mail order classified ad buys a name and potential business. It may just break even with the actual orders placed. The real money comes from subsequent sales.

Profit begins at the second sale and gets bigger and bigger as the sales continue.

WHY NOT CHARGE IN THE CLASSIFIED?

You'll get far more responses from an ad for free information than you will for goods - at any price. And, since you want a POTENTIAL BUYER, you'll have more inquiries for materials you want to sell later.

Charging a small fee to cover postage or the cost of the inquiry will never make you break even - people won't be bothered. And a small fee doesn't necessarily weed out non-buyers. If you find your classified is pulling people who aren't interested in your offer, you can change the advertisement to be more specific as to what you really have for sale.

WHERE TO PLACE CLASSIFIEDS

The best advice in placing classifieds is to follow the leader. Find where other goods in your category are being sold and do the same. The mail order business is not a place to be real different - especially as a beginner. Although your product must have an appeal different than the others. Stay with the pack and advertise in the same publications.

Look for repeat business. You can review back issues of publications at your library or buy some copies of the publications you might advertise in. If a certain ad has appeared time after time, you can bet it's a winner.

Write for the details of some of the offers similar to the one you have. You might even purchase a sample product or two so you can get a good feeling for what is being offered, how the ads run, and what kind of prices are successful.

If you have a specific product or information that is appropriate to a specialized type of magazine, check out all the magazines of that topic. Which publication carries most of the ads? What is the circulation of the of the publication? A magazine with a higher circulation may cost more to place a classified, but bargain rate publication won't be the best investment if they don't bring the inquiries.

Consider your dollar-for-dollar inquiry. How many people may read your advertisement for the cost it takes to place the ad? Many products have special seasons, and classified ads are no different.

December generally returns varied responses because of the holiday season, and is not a good month to include in your testing. The summer months are generally slower for classified responses and mail order packages. The best time to try your ads are the fall, winter and spring months.

WHAT IS TESTING?

The most important element in mail order advertising is to test. Not only do you need to find out if your product will sell, but you have to find out what the best price is.

You have to test the magazines. One may not draw as many responses as another. Or, after three months, it may not seem to pull at all. Then switch to another publication. You may try several publications at the same time with the same ad to be able to judge which has the best dollar-for-dollar response.

Don't be too hasty in dropping a publication, however. Sometimes it takes the repeat insertions of three or four months to get the proper percentage of responses. People become more secure with a repeat ad, or they may pass it by the first or second time until they get around to writing for information.

Other things you will be testing are the type of inquiry and the response package that contains a sales letter and brochure. You'll also need to test the frequency and number of times to continue mailings after you have a good customer list.

Testing is the name of the game - and this is where you need perseverance. Don't get discouraged. GIVE IT A TRY. Because of the low cost of placing classifieds, it's worth it to keep it going. YOU CAN PROFIT.

TYPES OF ADS

There are three types of classified ads - qualified, partially qualified, and blind.

The qualified ad is specific. It includes several details to inform the reader about what you are selling. The people who respond to highly qualified ads usually are specifically interested, and produce the best quality prospects with the highest percentage of sales. Since the ad may be a few words longer, it is the most expensive to place.

The partially qualified ad offers a special benefit, such as money or self-improvement. The readers have some idea of what you are offering, but don't know the specifics.

Blind ads offer only the few details, are inexpensive to run because they are short, and bring in the largest response. However, blind ads produce the lowest percentage of actual orders because they are often answered just out of curiosity.

The best place to start is - you guessed - the middle. A partially qualified ad is a good test ad. It doesn't need to be specific about your product, so it brings in inquiries that can be used over and over for related items. You can rewrite it with more details or trim it down later.

What's the best guideline? PROFIT. If you compare the actual orders received from the number of inquiries for each of your ads, you have the rate of conversion. Aim for the ads which pull best for you.

KEYING THE ADDRESS

How do you determine what inquiry response came from which ad? You code the company name or street address so you can determine what ad pulled the response. This is called keying the address, and it's one of the most important tips in mail order classified advertising.

The simple key is a two-part letter and number code. The letter stands for the name of the publication, and the number represents the month the ad appeared. You can make up any code as long as you keep track of what publication it appeared in. You can add the key to the address by hyphenating the street address to include the code. Or you can key the company name by adding specific initials.

The surest way to key is to add the code to the address in the form of department, division, or suite number. Be careful it doesn't conflict with any other addresses nearby.

WRITING CLASSIFIEDS

Writing your own copy for a classified ad is easy. There are so few words you need to use that you don't have to worry about being a writer or a professional in advertising. You are your own expert in selling your product.

The selection of words is the most important aspect of classified ad copy. You need to choose precisely, but don't skimp on words to save the cost in the ad.

The best way to prepare copy is to first write about your product or service at length. Go ahead - list all the benefits. Scrutinize the features and write them down. What sticks out? What is so great about your product? What can it do for the reader who will take the time to write for more information? How can your product help? Will it show how to earn money, does it offer self-improvement, can it help accomplish something appealing and significant?

Choose a heading that points out the most significant aspect or feature of your product. Follow up with a few words or details, and finish with a request to write for more information. The best word in a classified is "free," but you must follow up with something free.

SAVE MONEY PLACING ADS

Most classified ads are billed a certain charge per word, so you want to keep your words important and precise. Once you have written your ad, take a closer look at it. Can you eliminate extra words without changing the meaning?

You might be able to delete conjunction such as "and," articles like "the," "a," and "an," or prepositions like "for," "with," or "from." Perhaps you can make your company name into initials or use just one word.

Each part of your address counts as one word: the number; the street name; the street aspect (boulevard, avenue); the key (if separate); the city; and the state. Many publishers let you include the zip code free of charge.

Use figures rather than words for numbers, but don't use contractions or abbreviate. You have to pay for each word in full, so spell them out completely. That way you'll get no confusion when people place orders.

RESPONDING TO INQUIRIES

Once you start getting responses from the classified ads, you should send out your sales literature immediately, definitely within one week. The goal is to convert the inquiry into a sale and convert the sale into PURE PROFIT.

Your sales literature can be a one-page pitch for your product. It doesn't have to be an expensive color catalog. As you get going, you may prepare a sales package and a series of follow-up offers.

You can't tell from the type of inquiry whether the person is a buyer or not. Postcards or letters are potential profit makers for you. What's important is to MAKE A SALE.

Type the person's name and address on a label and make at least three carbon copies of these labels to use for subsequent mailings. Your second sales packet should be mailed a month after the inquiry was received, and another month after that.

Follow-up sales are where you are going to MAKE YOUR FORTUNE. Your classified draws the inquiries, the first order establishes a good customer, and the rest of the orders are pure gold. Testing is the only way to find which plan works best for you in getting orders. You'll need to find out which sales packet works best, and how often to make mailings.

THE RESPONSE PACKAGE

A typical mail order package - called a conversion - consists of a personal letter, a brochure, an order form, and a return envelope. How elaborate you want to make your conversion depends on how successful your product seems to be selling and how much money you want to invest.

Always start small. A simple one-page offer can work as well as a fancy catalog. After you've built up a few good selling product, you might print up a single page brochure or catalog. Even at that, you don't have to go to color unless your product warrants it.

You don't need an advertising agency to put together your sales packet, but you can use one if you want. Be sure to investigate the type of agency and what it can do for you. You should have an agency with a proven background in mail advertising, and you must take a good look at what has already been produced. Talk with clients and see if the agency pulled through for them.

Why don't you need an ad agency? Because you can produce all the sales literature you need. You are the best sales person for your product because YOU KNOW IT. If you have done the proper research, you have already found out what the competition is, how much their products cost, and what sales appeals they are sending out.

As in placing and writing classified ads, do what the competition is doing. Although you shouldn't - and can't, legally - take directly from them, you certainly can copy the format and general ideas they project.

If somebody has been selling something successfully for years, do the same thing. Adapt your product to fit. Of course, you can't convert a sales pitch for surplus goods to an appeal for a self-improvement book, but take notice of WHAT SELLS PRODUCTS.

HOW TO PREPARE SALES LITERATURE

The sales letter promotes you as well as your product. It is a personal appeal to a potential buyer. You want the person to feel special and have a reason not only to look through the rest of the literature, but TO BUY YOUR PRODUCT.

The appearance of the sales letter is the most important aspect. It should be on company letterhead, cleanly printed, and inviting to read. Although it can be any length, it doesn't have to be more than one page. But it must be double-spaced and typewritten in clear, easy to-read type.

The most effective sales letters are printed in two colors. The second color offers eye appeal and provides emphasis in selling the benefits of your products. The most inexpensive way to produce two color is to print black on two-color letterhead. You may use the second color in alternate paragraphs, or as special paragraphs, indented to catch the eye. Blue, red or green type is harder to read, so keep the second color areas short and important to the reader.

Other effective ways to use a second color are as handwritten remarks in the margins of the sales letter, as underlines, and in the signatures.

Write the sales letter as though you're writing to a friend - keep it direct and personal. Present yourself and your product as worthwhile, honest and desirable.

The beginning of the letter should have a lead line similar to a classified ad. It emphasizes the benefits of the product and points out the strongest appeal.

Don't be tempted to use two or three appeals in a row. Choose only one and save the next best ones to try on other sales letters as you test the results.

Follow through on the appeal, amplifying WHY the product is desirable. Emphasize its value to the reader. Build credibility. Will it make me a better, or richer, or more secure person? Can it prevent worry, poverty, illness? Why should anyone want to have it? You might admit what the product won't do, then present several positive aspects, stating what it will do.

In the next section, mention price and immediately talk about the money-back guarantee. The reader will be more convinced the product will do all you claim if you are willing to stand by your product enough to offer a full refund.

Finally, restate the major benefits or feature of the product and push for the order. If you are offering a special premium for ordering immediately, state it here. Include a good reason for why the person should not wait, but ORDER NOW.

ORDER FORMS

If you have only a one-page sales pitch, you need to provide space for an order form. It should be well-defined by a line or dotted line around it, and should be large enough for someone to write in the information. If you plan to send out a complete packet with sales letter and brochure, print up separate order forms.

Mention the benefit, the product name, and the guarantee. You might want to use the first person in pushing for the order. For example, "Yes! Please rush me my..." Include the price on the card, perhaps in a manner such as, "I enclose my check for \$."

Provide adequate space for the name and address with long lines to write on. You may also want to place a key if you are using more than one sales appeal.

PRINTING A BROCHURE

Preparing a brochure or sales catalog is not as difficult as it may seem. It doesn't have to be a glossy, four-color fancy booklet. You can send out even a one-page description of the product and an appeal for ordering.

The brochure or sales catalog is the visual representation of your product. It emphasizes the features rather than the benefits, and goes into detail about the product. Think about what you're selling.

What are the best points of sale? If it's printed information, what is the format-size, number of pages, hardcover or soft. Is the author a well-known authority? How is this a better deal than another of the same subject?

If you're selling a product, maybe you'll need to include the colors available, sizes, or the type of materials. Or emphasize the clear, easy-to-follow instructions that are included. When you get stuck, just look at all the other catalogs and compare. What information is included? Follow suit.

The important aspect of a brochure is the use of illustrations. Again, these don't need to be series of four-color photographs. Although photos are very good ways to sell goods, don't bother to use anything that is less than excellent in quality. Be careful if you want to use a model. Remember, you WANT TO SELL.

An excellent way to illustrate your product is with simple lithe drawings. Even if you cannot prepare the final artwork, you probably can think of what you want and how to place it on the page. Local yellow pages, newspaper ads, typesetters and printers are good places to find an artist to do the final work at a reasonable price.

Once you have a good idea about the size and scope of your brochure, you're ready for the rough layout. And this is easy. Just pretend you're an artist. That's right - you don't have to draw to do a rough layout. Pencil in the type for the heading. You can do a stick figure sketch of a line drawing or indicate the size of the photograph. Draw lines to indicate the body copy.

Write out all the words for the brochure in accurate, clean typewritten copy. Don't forget anything that will be printed, and don't misspell anything. Have a friend proof read for

you by reading it out-loud. Then take it to a typesetter or printer. Printers usually can work with you to help choose the type style, size and particulars about the layout. Or, they may know artists or designers who can help you for a small fee. They usually work closely with a few typesetters, but you work directly with a typesetter to have the type put into final form.

MAILING

You can obtain a bulk rate permit at the post office if you send out at least two hundred identical pieces at a time. They must be presorted for destination. The bulk rate cost is lower, but it takes much longer for the mail to be delivered.

The most important aspect to mailing your sales literature is the quality of the list of people you are sending it to. A brilliant sales piece won't work if it is not sent to the right people. That's why you must be clear when you place your original classified ad, and that's why you need to test which heading to use and how many details to include.

Your own mailing list is the best one, because - since you keyed the responses - you know what these people responded to. You have already profiled the potential buyer, you have already written a sales piece aimed at that buyer, and **YOU WILL MAKE MONEY from that buyer.**

Although you can buy or rent lists of names and addresses from list broker, you can never be sure how well the list will respond to your sales package. If you need more names, just place more classified ads. Test different headings, test different magazines, and test different products.

KEEPING RECORDS

It is extremely important to keep accurate records in mail order. It is only through these record sheets that you can determine which ad pulls the best, which advertising lead is the most enticing, and how well your product is selling. Good records are the follow up of good testing.

Keep copies of all ads and conversion material in a three-ring binder or scrapbook. You may also include in that book - or a separate folder - a record of all the keys you have used. The separate sheets of records per key or publication will help you be able to compare which ads are bringing in the profits.

You can make your own record sheet with a pen and ruler. Then have a few photocopied. You'll need a separate sheet for each ad you place. At the top of the sheet, place the name of the publication the ad appeared in; the issue number or date; the date the issue was placed on sale; the address key; the size and cost of the ad; which ad you used; the price of the product; and - to be calculated later - the profit.

The main body of the record sheet has two main categories: inquiries and sales. First, the number of days should be listed in a column at the left. These don't necessarily coincide with the days of the month, rather start with when the first day's responses came in. The subheads under "inquiries" should be: date received, number received, running total. The subheads under "orders" should be number of orders received, running total, cash sales, and running total for cash sales.

These record sheets will help you to figure out the responses to classified ads, orders from sales literature, and how much money you are making.

To calculate the cost per inquiry, divide the cost of the ad into the number of inquiries received.

To find the cost per order, add the total cost of mailing the sales packets to the cost of the ad and divide that by the number of orders received.

The ratio of conversion is the number of orders compared to the number of inquiries. For example, if you get twenty orders from one hundred inquiries, the conversion is twenty percent.

HOW TO CALCULATE PROFIT

Total the amount of cash sales. That is your gross profit. Subtract the cost of the product. Subtract the cost of the product. Subtract the cost of mailing. Subtract the cost of conversion and the cost of the ad. That is your net profit, the one that counts. Just stick with it, and you can WATCH THAT PROFIT GROW bigger and bigger each ad, each conversion, and each sale.

EXPANDING AND GROWING RICHER

Over the years, good buyers purchase many times your initial investment in classified ad space. A first buyer indicates a second sale; after that, you have a regular customer who may purchase for years.

Promote the field of interest you've selected - don't expand into separate areas. Cultivating your prime customer list takes patience and testing, but you'll find it rewarding.

Perhaps you started with one product to offer and are ready to try another. You can run new, separate classified ads in the magazines that have tested successfully to your other offer. And, you can use your list to send out sales literature for the new offer. Regular mailings depend on the number of items you have, the size of your list, and your budget. But follow through is very important.

Maybe you are at the stage of printing a small, two page catalog/brochure that offers five to ten products. You can mail this out to the inquiries from classifieds, or you can use any combination of one-page offers you have used in the past. Always run with what sell. Drop anything that pulls no response as soon as you've given it a fair test.

EXTRA APPEALS

Once you get rolling with your mail order business, you can try any number of incentives to solicit orders. You can offer a free gift - or free anything - certificates, coupons, fabulous prizes.

You might offer a sample, a trial period, or a special guarantee. One way to push for an order is to indicate that the supply is limited or you won't stock a certain item for long.

Time limitations will elicit quicker responses. You may offer one price until a certain time and then indicate an increase after that.

A successful way to push for large orders is to offer a discount on the larger orders. That way, it is worthwhile to order two or more items - for you because it's more business and more profit in mailing and handling, and for the customer because it is at a reduced price.

What do the other mail order businesses do? What kind of incentives do they use? As always, check with the competition. What has proven successful to them probably will work for you too. What kind of "special" offer you can make to push for larger, quicker or more frequent orders?

SATISFACTION GUARANTEED

Not only must you print a guarantee in all your ads and sales literature, but you must honor it. Never send inferior merchandise; never take a chance on faulty mailers or guess lower on postage. Deliver a complete product.

It is only through satisfied customers that you will get repeat business, and it is through repeat business that you MAKE MORE MONEY.

Don't try to get away with anything less than you promote and stand by all claims you make. Honor requests for refunds promptly and politely. A customer satisfied with your honesty remains a good buyer and may purchase from your later offers.

MAKING MORE FROM A WINNER

You've got a successful product. The conversion for orders is high, refunds are low, and the draw form the classified ad is great. How can you make more money - even if you think you've saturated your market?

The easiest way to increase your inquiries is to run another ad in the same publication with a different heading. If the classified section is large, you might request one to be placed at the beginning, the other towards the end. Although several clever readers will notice the same address, it still draws a significant number of inquiries in. This technique is also good for copy testing to see which heading will draw the most response. Be sure to key each ad separately and keep accurate records.

Maybe you have two or more products that you want to advertise separately. This is a good way to do it without going to other publications. Again, key addresses, and be extra careful to respond properly to the inquiries.

YOU AND THE LAW

You do not need a special federal or state permit to operate a mail order business. The material you sell must be legitimate however, and you cannot be deceptive or misleading in claims or advertising.

If you offer something "free," it must be free, and all claims concerning money must be honored.

If you use testimonials in advertising, they must be real and available to investigation. Frauds are discovered and are prosecuted.

The federal and state governments require you to report all income, but you certainly can take every legal deduction. Once you make a good deal of money, it's often worth every penny to have an accountant fill in your forms. If your income warrants it, you will be expected to pay income tax quarterly.

Most states now have sales tax, so you'll have to find out the regulations concerning the collection and payment of these fees. An advantage to this, however, is that you can get a state resale number and may not have to pay state sales tax on some of the items you need for your business.

If you keep accurate records and report the proper information to the authorities, you'll have no problems.

ACT NOW

Classified ads are the best way to make a high income return from limited sources. You can buy the extras you've wanted, send yourself on an exotic vacation - even create a profitable yearly income.

One of the best aspects of this type of enterprise is that the number of successes increase as the number of errors decrease. You learn as you go along and YOU PROFIT CONSTANTLY.

Cultivate positive thought. As you can see, there is nothing difficult, costly or extremely risky in making good money from classified ads. What is the best way to get started?

Thousands of people have earned a comfortable income from classified ads - with great happiness and contentment in their own business. You can succeed too, if you make up your mind that you want to. Faith is simply a state of mind, but it has been proven that state of mind can CHANGE DESIRE INTO REAL MONEY. There's no better time to get started than now.

WRITE IRRESISTIBLE AD COPY



When selling through advertising, you're faced with two options, both of which you will probably use frequently. Those options are display and classified advertising.

We won't deal here with radio and television copy writing because it is not something many of you will be using until you have developed a great deal of mail order experience. Once you're dealing with that sort of capital investment, you'll probably have an intimate understanding of the fact that expert help is essential to the successful launch of any campaign, and frankly, electronic media are not our field of experience.

Classified ad copy writing is a very exacting craft, not an art in the way that display advertising is. It involves following a few simple guidelines and requires little skill. That's why daily newspapers hire school and college students to take orders - and write - for their classified section over the telephone.

The first point worth noting is that classified ads are sold by the word or by the line. This has a bearing on how you write your ads, because if the ad is sold by the word, you're not going to write an ad that has a bunch of "A's" and "the's" in it. But at the same time, if it's sold by the line, it will be worth your while to include these words in the ad, as they'll appeal to the better educated segment of the market.

So an ad in at so much a line might read:

"The hottest thing in years. This is a household wonder you'll cherish for years."

The same ad at so much a word will read:

"Hottest recent development. Cherish this household innovation for generations."

Both are about the same length. The first reads nicely in proper English and the second used big, powerful words to make up for awkward structure.

When you buy by the word, which will be the case in most markets, use the biggest, most action-packed words you can think of. And while we're on the subject of word count, the way you mark your address in a classified is also important.

If you live on Dog Breath Lane, mark your address as 22 Dogbreath, unless in your subdivision, there also happens to be a Dog Breath circle, a Dog Breath Avenue and so forth, in which case Dogbreath Lane will do. You can usually get away with this tactic, since these ridiculous two name streets are there to sell houses, not to please the Post Office.

If you live in Apartment 12, you can usually get away with 12-22 Dogbreath, which saves you another word. Never leave out the zip code, even a nine-digit zip code counts as one word and in many publications doesn't count as a word at all.

The initials of your name or company will also do unless you're trying to project an image, and this can save you from one to three words. Even your last name will be all right.

In most magazines and a few newspapers, your first word or line of type will be set in darker bold letters. Choose that first word or two very carefully. If you really want good results, do exactly the opposite of what most other advertisers are doing, or be different.

If you've got an income opportunity and CASH, MONEYMAKING or INCOME are the usual first two words, be a bit creative, perhaps with BROKE (no more! Try selling doogles! or HORRENDOUS) (budget, a thing of the past.)

The first word or line gets your reader interested, and no matter how large the circulation of the publication, you'll suffer terribly if you're not attracting the reader as well as the other advertisers. Those opening words are crucial. Like the man said, you don't get a second chance to make a good impression.

Once you've made the hook, hold the reader by telling him exactly what you're offering. If it's an ad for more information, let him know what kind of information and where it leads. Then drop the cost on him, if any and your name and address. If it's a product, in words that say a lot. It's fine to pussyfoot in a display ad if you can afford the space, but short, sharp, to-the-point is what sells from classifieds.

One minor point or style to remember, if you're offering a bonus, leave it to the very last. "Bonus with..." won't work. A bonus or free gift is offered for one reason only: to hook someone who has not quite been sold by the rest of the ad. The offer of a bonus won't work UNTIL they know what it comes with.

Writing display ad copy is much more involved and should really not be undertaken by even the brightest English graduate without some expert help. As we stated earlier, ad copy writing is one of the highest-paying of the creative professions, mainly because it is so difficult to do.

If you must do it yourself, here's a few things you can do to make the task a bit more successful.

Making use of the techniques we mentioned earlier, determine which benefit your client is like to be most interested in.

Target the emotion that motivates the need for that benefit in most people. If you can do that, you'll hook the right person for the product. If you're selling pantyhose for example, you know the anti-run characteristic motivates the buyer, and the reason why women want to buy anti-run hose is to look better longer.

Hey, there's the lead for your copy! In big letters, you're going to flag your ad with LOOK BETTER LONGER! You might want to bracket it top or bottom by writing in smaller letters:

"Da-don't-run-run hose will help you "LOOK BETTER LONGER" in the Da-don't-run-run hose." If the client is interested in hose, you've got her. If not, forget it. Anything else you could use to get a client who doesn't wear pantyhose will cost your clients who do use them, and that's a waste.

Once you've got the initial benefit out in the open, either explain it or be very sneaky about adding another. So say:

"These pantyhose will give you the confidence in your appearance you won't get with other pantyhose..." or

"LONGER... and without blowing your budget. These will give you the confidence..."

but the best way to sneak in additional benefits without looking pushy is to say:

"LONGER! Without blowing your budget, these pantyhose will give you the..." using the new benefit as a prefix.

And, oh, it's so much more complex than that. It's obviously a development in synthetic fibers that allows those hose to be superior, so that must be included too, because the customer wants to know why they're so good.

Where do you mention it though? It might be just as effective to get to it right after the heading, in this manner:

"LOOK BETTER LONGER! Thanks to a new development in synthetic fibers, Da-don't-run-run panty hose will give you the confidence in your appearance you won't get with other pantyhose."

Then the money aspect. And how do you do that? Do you make the sentence longer or start a new sentence? YOU MUST WEIGH EVERY WORD WITH A SURGEON'S CARE! And what about a coupon at the bottom?

Do you use a small order form or use the address of the company? How many words do you need, and if you need a lot of words, can you afford the space it will take to print them?

Get a word count, and fix it within fairly narrow limits or you'll bore the reader or leave no room for graphics or blank space, which you must have to some degree for proper esthetic effect.

Speaking of graphics, what will you have to use? Will you have to make your own? (Clip art used by most dealers is horribly tacky.) And heaven forbid, you design an ad based on another successful campaign by another firm with similar products... and it works so well that it sends their sales rising! It could happen.

There are many firms, probably even in small cities, that specialize in print media advertising, and many do excellent jobs.

You in Canada are fortunate, especially if you live in Toronto, Vancouver, Montreal or Calgary, since talent runs cheap in Canadian advertising firms and you can get excellent work, and we're sorry to say this but it will generally be more creative than American agencies of similar size.

The fact remains, though, that you know your product better than the agency, and you probably know how you want to sell it.

You might have ideas for wording, graphical layout, any number of things. If you truly want to make your campaign, and especially at that crucial first campaign, as profitable as possible, use the services of a graphics firm that composes print advertising at the very least, and ad agency at the best.

By the way, we've discovered a lot of graphics houses have some frustrated ad copy writers who can give you expert direction at low cost if you'll only ask.

Be ready to take in all your ideas at the time you get your ad done. Every bit of work you do yourself should come off the bill you'll be paying for the job, since it cuts the time the agency or graphics house has to take to prepare the ad.

WRITE "ORDER-PULLING" ADS

The most important aspect of any business is selling the product or service. Without sales, no business can exist for very long.

All sales begin with some form of advertising. To build sales, this advertising must be seen or heard by potential buyers, and cause them to react to the advertising in some way. The credit for the success, or the blame for the failure of almost all ads, reverts back to the ad itself.

Generally, the "ad writer" wants the prospect to do one of the following:

- a) Visit the store to see and judge the product for himself, or immediately write a check and send for the merchandise being advertised**
- b) Phone for an appointment to hear the full sales presentation, or write for further information which amounts to the same thing.**

The bottom line in any ad is quite simple: To make the reader buy the product or service. Any ad that causes the reader to only pause in his thinking, to just admire the product, or to simply believe what's written about the product - is not doing its job completely.

The "ad writer" must know exactly what he wants his reader to do, and any ad that does not elicit the desired action is an absolute waste of time and money.

In order to elicit the desired action from the prospect, all ads are written according to a simple "master formula" which is called AIDA.

- 1) Attract the "attention" of your prospect**
- 2) "Interest" your prospect in the product**
- 3) Cause your prospect to "desire" the product**
- 4) Demand "action" from the prospect**

Never forget the basic rule of advertising copywriting: If the ad is not read, It won't stimulate any sales; if it is not seen, it cannot be read, and if it does not command or grab the attention of the reader, it will not be seen.

Most successful advertising copywriters know these fundamentals backwards and forwards. Whether you know them already or you're just now being exposed to them, your knowledge and practice of these fundamentals will determine the extent of your success as an advertising copywriter.

CLASSIFIED ADS:

Classified ads are the ads from which all successful businesses are started. These small, relatively inexpensive ads, give the beginner an opportunity to advertise his product or service without losing his shirt if the ad doesn't pull or the people don't break his door down with demands for his product. Classified ads are written according to all the advertising rules. What is said in a classified ad is the same that's said in a larger, more elaborate type of ad, excepting in condensed form.

To start learning how to write good classified ads, clip ten classified ads from ten different mail order type publications - ads that you think are pretty good. Paste each of these ads onto a separate sheet of paper.

Analyze each of these ads: How has the writer attracted your attention - what about the ads keeps your interest - are you stimulated to want to know more about the product being advertised - and finally, what action must you take? Are all of these points covered in the ad? How strongly are you "turned on" by each of these ads?

Rate these ads on a scale of one to ten, with ten being the best according to the formula I've given you. Now, just for practice, without clipping the ads, do the same thing with ten different ads from a Sears, Wards or JC Penney's catalog. In fact, every ad you see from now on, quickly analyze it, and rate it somewhere on your scale. If you'll practice this exercise on a regular basis, you'll soon be able to quickly recognize the "Power Points" of any ad you see, and know within your own mind whether an ad is good, bad or otherwise, and what makes it so.

Practice for an hour each day, write the ads you've rated 8, 9, and 10 exactly as they've been written. This will give you the "feel" of the fundamentals and style necessary in writing classified ads.

Your next project will be to pick out what you consider to be the ten "worst" ads you can find in the classifieds sections. Clip these out and paste them onto a sheet of paper so you can work with them.

Read these ads over a couple of times, and then beside each of them, write a short comment stating why you think it's bad Lost in the crowd, doesn't attract attention - doesn't hold the reader's interest - nothing special to make the reader want to own the product - no demand for action.

You probably already know what's coming next, and that's right, break out those pencils, erasers and scratch paper - and start rewriting these ads to include the missing elements.

Each day for the next month, practice writing the ten best ads for an hour, just the way they were originally written. Pick out ten of the worst ads, analyze those ads, and then practice rewriting those until they measure up to doing the job they were intended to do.

Once you're satisfied that the ads you've rewritten are perfect, go back into each ad and cross out the words that can be eliminated without detracting from the ad. Classified ads are almost always "finalized" in the style of a telegram.

EXAMPLE: I'll arrive at 2 o'clock tomorrow afternoon, the 15th. Meet me at Friday's. All my love, Bob.

EDITED FOR SENDING: Arrive 2 PM - 15th - Friday's. Love, Bob.

CLASSIFIED AD: Save on your food bills! Reduced prices on every shelf in the store! Stock up now while supplies are complete! Come on in today, to Perry's Family Supermarkets!

**EDITED FOR PUBLICATION: Save on Food! Everything bargain priced!
Limited supplies! Hurry! Perry's Markets!**

It takes dedicated and regular practice, but you can do it. Simply recognize and understand the basic formula - practice reading and writing the good ones - and rewriting the bad ones to make them better.

Practice, and keep at it, over and over, every day - until the formula, the idea, and the feel of this kind of ad writing becomes second nature to you. This is the ONLY WAY to gain expertise in writing good classified ads.

DISPLAY ADVERTISEMENTS:

A display or space ad differs from a classified ad because it has a headline, layout, and because the style isn't telegraphic. However, the fundamentals of writing the display or space ad are exactly the same as for a classified ad.

The basic difference is that you have more room in which to emphasize the "master formula." Most successful copywriters rate the headline and/or the lead sentence of an ad as the most important part of the ad, and in reality, you should do the same.

After all, when your ad is surrounded by hundreds of other ads, and information or entertainment, what makes you think anyone is going to see your particular ad?

The truth is, they're not going to see your ad unless you can "grab" their attention and entice them to read all of what you have to say. Your headline, or lead sentence when no headline is used, has to make it more difficult for your prospect to ignore or pass over, than to stop and read your ad. If you don't capture the attention of your reader with your headline, anything beyond is useless effort and wasted money.

Successful advertising headlines - in classified ads, your first three to five words serve as your headline - are written as promises, either implied or direct. The former promises to show you how to save money, make money, or attain a desired goal. The latter is a warning against something undesirable.

EXAMPLE OF A PROMISE: Are You Ready To Become A Multi-Millionaire - In Just 18 Months?

EXAMPLE OF A WARNING: Do You Make These Mistakes In English?

In both of these examples, I've posed a question as the headline. Headlines that ask a question seem to attract the reader's attention almost as surely as a moth is drawn to a flame. Once he's seen the question, he just can't seem to keep himself from reading the rest of the ad to find out the answer. The best headline questions are those that challenge the reader; that involve his self-esteem, and do not allow him to dismiss your question with a simple yes or no.

You'll be the envy of your friends is another kind of "reader appeal" to incorporate into your headline whenever appropriate. The appeal has to do with basic psychology: everyone wants to be well thought of, and consequently, will read into the body of your ad to find out how he can gain the respect and accolades of his friends.

Where ever and whenever possible, use colloquialisms or words that are not usually found in advertisements. The idea is to shock or shake the reader out of his reverie and cause him to take notice of your ad. Most of the headlines you see day in and day out, have a certain sameness with just the words rearranged.

The reader may see these headlines with his eyes, but his brain fails to focus on any of them because there's nothing different or out of the ordinary to arrest his attention.

EXAMPLE OF COLLOQUIALISM: Are You Developing A POT BELLY?

Another attention-grabber kind of head-line is the comparative price headline: Three For Only \$3, Regularly \$3 Each! Still another of the "tried and proven" kind of headlines is the specific question: Do You Suffer From These Symptoms. And of course, if you offer a strong guarantee, you should say so in your headline: Your Money Refunded, If You Don't Make \$100,000 Your First Year.

How To headlines have a very strong basic appeal, but in some instances, they're better used as book titles than advertising headlines. Who Else wants in on the finer things - which your product or service presumably offers - is another approach with a very strong reader appeal. The psychology here being the need of everyone to belong to a group - complete with status and prestige motivations.

Whenever, and as often as you can possibly work it in, you should use the word "you" in your headline, and throughout your copy. After all, your ad should be directed to "one" person, and the person reading your ad wants to feel that you're talking to him personally, not everyone who lives on his street.

Personalize, and be specific! You can throw the teachings of your English teachers out the window, and the rules of "third person, singular" or whatever else tends to inhibit your writing. Whenever you sit down to write advertising copy in tended to pull the orders - sell the product - you should picture yourself in a one-on-one situation and "talk" to your reader just as if you sitting across from him at your dining room table.

Say what you mean, and sell HIM on the product your offering. Be specific and ask him if these are the things that bother him - are these the things he wants - and he's the one you want to buy the product...

The layout you devise for your ad, or the frame you build around it, should also command attention. Either make it so spectacular that it stands out like lobster at a chili dinner, or so uncommonly simple that it catches the reader's eye because of its very simplicity. It's also important that you don't get cute with a lot of unrelated graphics and artwork.

Your ad should convey the feeling of excitement and movement, but should not tire the eyes or disrupt the flow of the message you're trying to present. Any graphics or artwork you use should be relevant to your product, its use and/or the copy you've written about it.

Graphics should not be used as artistic touches, or to create an atmosphere. Any illustrations with your ad should compliment the selling of your product, and prove or substantiate specific points in your copy.

Once you have your reader's attention, the only way you're going to keep it, is by quickly and emphatically telling him what your product will do for him.

Your potential buyer doesn't care in the least how long it's taken you to produce the product, how long you've been in business, nor how many years you've spent learning your craft. He wants to know specifically how he's going to benefit from the purchase of your product.

Generally, his wants will fall into one of the following categories: Better health, more comfort, more money, more leisure time, more popularity, greater beauty, success and/or security.

Even though you have your reader's attention, you must follow through with an enumeration of the benefits he can gain. In essence, you must reiterate the advantages, comfort and happiness he'll enjoy - as you have implied in your headline.

Mentally picture your prospect - determine his wants and emotional needs - put yourself in his shoes, and ask yourself If I were reading this ad, what are the things that would appeal to me? Write your copy to appeal to your reader's wants and emotional needs/ego cravings.

Remember, it's not the "safety features" that have sold cars for the past 50 years - nor has it been the need of transportation - it has been, and almost certainly always will be the advertising writer's recognition of people's wants and emotional needs/ego cravings. Visualize your prospect, recognize his wants and satisfy them.

Writing good advertising copy is nothing more or less than knowing "who" your buyers are; recognizing what he wants; and then telling him how your product will fulfill each of those wants, Remember this because it's one of the "vitally important" keys to writing advertising copy that does the job you intend for it to do.

The "desire" portion of your ad is where you present the facts of your product; create and justify your prospect's conviction, and cause him to demand "a piece of the action" for himself.

It's vitally necessary that you present "proven facts" about your product because survey results show that at least 8% of the people reading your ad - especially those reading it for the first time - Will tend to question its authenticity.

So, the more facts you can present in the ad, the more credible your offer. As you write this part of your ad, always remember that the more facts about the product you present, the more product you'll sell. People want facts as reasons, and/or excuses for buying a product - to justify to themselves and others, that they haven't been "taken" by a slick copywriter.

It's like the girl who wants to marry the guy her father calls a "no good bum." Her heart - her emotions - tell her yes, but she needs facts to nullify the seed of doubt lingering in her mind - to rationalize her decision to go on with the wedding.

In other words, the "desire" portion of your ad has to build belief and credibility in the mind of your prospect. It has to assure him of his good judgment in the final decision to buy - furnish evidence of the benefits you've promised - and afford him a "safety net" in case anyone should question his decision to buy.

People tend to believe the things that appeal to their individual desires, fears and other emotions. Once you've established a belief in this manner, logic and reasoning are used to support it. People believe what they "want" to believe. Your reader "wants" to believe your ad if he's read it through this far - it's up to you to support his initial desire.

Study your product and everything about it - visualize the wants of your prospective buyers - dig up the facts, and you'll almost always find plenty of facts to support the buyer's reasons for buying.

Here is where you use results of test conducted, growing sales figures to prove increasing popularity, and "user" testimonials or endorsements. It's also important that you present these fact - test results, sales figures, and/or testimonials - from the consumer point of view, and not that of the manufacturer

Before you end this portion of your ad and get into your demand for action, summarize everything you've presented thus far. Draw a mental picture for your potential buyer.

Let him imagine owning the product. Induce him to visualize all of the benefits you've promised. Give him the keys to seeing himself richer, enjoying luxury, having time to do whatever he'd like to do, and with all of his dreams fulfilled.

This can be handled in one or two sentences, or spelled out in a paragraph or more, but it's the absolute ingredient you must include prior to closing the sale. Study all the sales presentations you've ever heard - look at every winning ad - this the element included in all of them that actually makes the sale for you. Remember it, use it, and don't try to sell anything without it.

As Victor Schwab puts it succinctly in his best-selling book, How To Write A Good Advertisement: Every one of the fundamentals in the "master formula" is necessary.

Those people who are 'easy' to sell may perhaps be sold even if some of these factors are left out, but it's wiser to plan your advertisement go that it will have a powerful impact upon those who are "hardest" to sell, For, unlike face-to-face selling, we cannot in printed advertising come to a "trial close" in our sales talk - in order to see if those who are easier to sell will welcome the dotted line without further persuasion. We must assume that we are talking to the hardest ones - and that the more thoroughly our copy sells both the hard and the easy, the better chance we have against the competition for the consumer dollars - and also the less dependent we will be upon the usual completely ineffective follow-through on our advertising effort which later takes place at the sales counter itself.

ASK FOR ACTION DEMAND THE MONEY!

Lots of ads are beautiful, almost perfectly written, and quite convincing - yet they fail to ask for or demand action from the reader. If you want the reader to have your product, then tell him so and demand that he send his money now. Unless you enjoy entertaining

your prospects with your beautiful writing skills, always demand that he complete the sale now, by taking action now - by calling a telephone number and ordering, or by writing his check and rushing it to the post office.

Once you've got him on the hook, land him! Don't let him get away. Probably, one of the most common and best methods of moving the reader's to act now, is written in some form of the following:

All of this can be yours! You can start enjoying this new way of life immediately, simply by sending a check for \$XX! Don't put it off, then later wish you had gotten in on the ground floor Make out that check now, and "be IN on the ground floor!" Act now, and as an "early-bird" buyer, we'll include a big bonus package - absolutely free, simply for acting immediately! You win all the way! We take all the risks.

If you're not satisfied, simply return the product and we'll quickly refund your money! Do it now! Get that check on its way to us today, and receive the big bonus package! After next week, we won't be able to include the bonus as a part of this fantastic deal, so act now! The sooner you act, the more you win!

Offering a reward of some kind will almost always stimulate the prospect to take action. However, in mentioning the reward or bonus, be very careful that you don't end up receiving primarily, requests for the bonus with mountains of requests for refunds on the product to follow. The bonus should be mentioned only casually if you're asking for product orders; and with lots of fanfare only when you're seeking inquiries.

Too often the copywriter, in his enthusiasm to pull in a record number of responses, confuses the reader by "forgetting about the product," and devoting his entire space allotted for the "demand for action" to sending for the bonus. Any reward offered should be closely related to the product, and a bonus offered only for immediate action on the part of the potential buyer.

Specify a time limit. Tell your prospect that he must act within a certain time limit or lose out on the bonus, face probably higher prices, or even the withdrawal of your offer. This is always a good hook to get action.

Any kind of guarantee you offer always helps to produce action from the prospect. And the more liberal you can make your guarantee, the more product orders you'll receive. Be sure you state the guarantee clearly and simply. Make it so easy to understand that even a child would not misinterpret what you're saying.

The action you want your prospect to take should be easy - clearly stated - and devoid of any complicated procedural steps on his part, or numerous directions for him to follow.

Picture your prospect, very comfortable in his favorite easy chair, idly flipping through a magazine while "half-watching" TV. He notices your ad, reads through it, and he's sold on your product. Now what does he do?

Remember, he's very comfortable - you've "grabbed" his attention, sparked his interest, painted a picture of him enjoying a new kind of satisfaction, and he's ready to buy... Anything and everything you ask or cause him to do is going to disrupt this aura of comfort and contentment. Whatever he must do had better be simple, quick and easy!

Tell him without any ifs, ands or buts, what to do - fill out the coupon, include your check for the full amount, and send it in to us today! Make it as easy for him as you possibly can -simple and direct.

And by all means, make sure your address is on the order form he's supposed to complete and mail in to you - your name and address on the order form, as well as just above it. People sometimes fill out a coupon, tear it off, seal it in an envelope and don't know where to send it. The easier you make it for him to respond, the more responses you'll get!

There you have it, a complete course on how to write ads that will pull more orders for you - sell more of your product for you. It's important to learn "why" ads are written as they are - to understand and use, the "master formula" in your own ad writing endeavors.

By conscientiously studying good advertising copy, and practice in writing ads of your own, now that you have the knowledge and understand what makes advertising copy work, you should be able to quickly develop your copywriting abilities to produce order-pulling ads for your own products.

Even so, and once you do become proficient in writing ads for your own products, you must never stop "noticing" how ads are written, designed and put together by other people. To stop learning would be comparable to shutting yourself off from the rest of the world.

The best ad writers are people in touch with the world in which they live. Every time they see a good ad, they clip it out and save it. Regularly, they pull out these files of good ads and study them, always analyzing what makes them good, and why they work.

There's no school in the country that can give you the same kind of education and expertise so necessary in the field of ad writing. You must keep yourself up-to-date, aware of, and in-the-know about the other guy - his innovations, style changes, and the methods he's using to sell his products. On-the-job-training - study and practice - that's what it takes - and if you've got that burning ambition to succeed, you can do it too!

QUESTIONS ANSWERS:

1) WHAT'S THE MOST PROFITABLE WAY TO USE CLASSIFIEDS...

Classifieds are best used to build your mailing list of qualified prospects. Use classifieds to offer a free catalog, booklet or report relative to your product line,

2) WHAT CAN YOU SELL "DIRECTLY" FROM CLASSIFIEDS...

Generally, anything and everything, so long as it doesn't cost more than five dollars which is about the most people will pay in response to an offer in the classifieds. These types of ads are great for pulling inquiries such as: Write for further information, Send \$3, get two for the price of one. Dealers wanted, send for product info and a real money-makers kit!

3) WHAT ARE THE BEST MONTHS OF THE YEAR TO ADVERTISE...

All twelve months of the year! Responses to your ads during some months will be slower in accumulating, but by keying your ads according to the month they appear, and a careful tabulation of your returns from each keyed ad, you'll see that steady year round advertising will continue to pull orders for you, regardless of the month it's published. I've personally received inquiries and orders from ads placed as long as 2 years previous to the date of the response.

4) ARE MAIL ORDER PUBLICATIONS GOOD ADVERTISING BUYS...

The least effective are the ad sheets. Most of the ads in these publications are "exchange ads," meaning that the publisher of ad sheet "A" runs the ads of publisher "B" without charge, because publisher "B" is running the ads of publisher "A" without charge. The "claimed" circulation figures of these publications are almost always based on "wishes, hopes and wants" while the "true" circulation goes out to similar small, part-time mail order dealers.

Very poor medium for investing advertising dollars because everybody receiving a copy is a "seller" and nobody is buying. When an ad sheet is received by someone not involved in mail order, it's usually given a cursory glance and then discarded as "junk mail."

Tabloid newspapers are slightly better than the ad sheets, but not by much! The important difference with the tabloids is in the "helpful information" articles they try to carry for the mail order beginner.

A "fair media" for recruiting dealers or independent sales reps for mail order products, and for renting mailing lists, but still circulated amongst "sellers" with very few buyers. Besides that, the life of a mail order tab sheet is about the same as that of your daily newspaper.

With mail order magazines, it depends on the quality of the publication and its business concepts. Some mail order magazines are nothing more than expanded ad sheets, while others strive to help the opportunity seekers with on-going advice and tips he can use in the development and growth of his own wealth-building projects.

5) HOW CAN I DECIDE WHERE TO ADVERTISE MY PRODUCT...

First of all, you have to determine who your prospective buyers are. Then you do a little bit of market research. Talk to your friends, neighbors and people at random who might fit this profile.

Ask them if they would be interested in a product such as yours, and then ask them which publications they read. Next, go to your public library for a listing of the publications of this type from the Standard Rate & Data Service catalogs.

Make a list of the addresses, circulation figures, reader demographics and advertising rates. To determine the true costs of your advertising and decide which is the better buy, divide the total audited circulation figure into the cost for a one inch ad: \$10 per inch with a publication showing 10,000 circulation would be 10,000 into \$10 or \$.10 per thousand.

Looking at the advertising rates for Book Business Mart, you would take 45,500 into \$20 for an advertising rate of less than THREE TENTHS OF ONE CENT PER THOUSAND. Obviously, your best buy in this case would be Book Business Mart because of the lower cost per thousand.

Write and ask for sample copies of the magazines you've tentatively chosen to place your advertising in. Look over their advertising - be sure that they don't or won't put your ad in the "gutter" which is the inside column next to the binding. How many other mail order type ads are they carrying - you want to go with a publication that's busy, not one that has only a few ads.

The more ads in the publication, the better the response the advertisers are getting, or else they wouldn't be investing their money in that publication.

To "properly" test your ad, you should let it run through at least three consecutive issues of any publication. If your responses are small, try a different publication. Then, if your responses are still small, look at your ad and think about rewriting it for greater appeal, and pulling power. In a great many instances, it's the ad and not the publication's pulling power that's at fault!

Tips on Writing a Successful Ad

When knowledge is based on truth, it is powerful!



When it is critical knowledge," its presence can drive our success, while its absence may contribute to our failure. I will attempt to convey in this report some useful and practical knowledge about how to write awesome ads for the World Wide Web.

It is my sincere belief that; if you act upon the suggestions that will be presented here, you may well be taking steps which will give your ad greater pulling power.

Web advertising takes many forms; web pages, classified ads, e-mail responses, news group postings, and even your signature file. No matter which form you employ unless your advertising is seen, nothing is sold. Being seen is of key importance.

However, a less considered but equally important factor is your viewing audience. Disregarding your audience results in the problem of "selling air conditioners to Eskimos." It just doesn't generate much interest. A reader who has no interest in your advertising material is not part of a "qualified audience" and is not a "potential customer.

"Classified ads placed in the appropriate section for your product will naturally draw a qualified audience of potential customers. Ad placement within the section is the single most important factor determining whether or not your ad is seen within the section. Secondly, the content of your ad will determine which (and if) potential customers do in fact actually read your ad. When placing classified ads on the web some rules of thumb are:

- 1) Choose classifieds that have the largest number of ads because, this is generally a good indicator of how much reader traffic there will be for your classified.
- 2) Determine how the ads are ranked or sorted within the sections and attempt to be listed at or near the top.
- 3) Develop reader stopping ad content.

DESIGNING AN AWESOME CLASSIFIED

The four essential ingredients of an awesome classified are:

ATTENTION - INTEREST - DESIRE - ACTION

If your ad is missing any of these it is not an *AWESOME* Ad!

ATTENTION: You must first get the readers attention. Picture him scanning the section of the classified page in which your ad is listed. For him or her it is much like which ride at the amusement park to take next. Something about your ad must grab their attention to direct their focus toward your product.

Since classified ads usually lack graphics, it then comes down to something about the words you use, or about the way you use them. Some web advertisers seem to think that if you use lots of !!! (exclamation marks) or *** (asterisks) or maybe MAKE IT ALL CAPS that this will draw their attention. The problem here is that:

Everyone knows it's glitter and meant to get your attention. This may often interfere with the readers ability to take your words seriously. Subconsciously he may even expect your ad to be some kind of gimmick. Right or wrong, stereotype or not, my advice is let your words speak for themselves and steer clear of such tactics. We will discuss guidelines for choosing the right words later.

INTEREST: The ad must have appeal. This is a good place to state the benefits or some attractive features of your product. Knowing the demographics of your readers or the category section your ad is placed in, helps in understanding their interests. What benefits of your product or service is most likely to appeal to this group? Develop a mental picture of some of the customers who would come from this demographic group, and will buy your product. What kinds of jobs do they have, cars do they drive... are they young, old, single, married...?

Having a mental picture of your audience is important when you want to understand their interests and know what benefits of your product you should spotlight.

DESIRE: Appealing to their interest is not enough. The ad must then "further stimulate your reader." While interest can generally be obtained by the practical properties of your product, desire needs to spark a more emotional reaction. Is there something about your product that will make them feel good, excited, confident, secure, hopeful or powerful? Think about what other emotions your product can ignite.

Does your product appeal to a particular sense. Can the reader taste, hear, smell, see or hear your product. Realize that most actions which we take are sparked by desire and most desire is stimulated by feelings. We don't really desire money.

We desire the feelings that we think money will bring us, whether they be happy, secure, or powerful. Yet, the word "money" may trigger the desire that triggers the feelings which we value and want to experience.

ACTION: If your reader does not take action, then you are dead in the water. How do you get your reader to act? Believe it or not this is the simplest step. Simply use a directive. Psychologists tell us that when given a directive (unless obviously harmful) our first instinct is to comply. Turn to the person in the seat next to you, and in a slightly commanding voice say, "give me your pen for a minute"... chances are they will, and usually, without question, for no other reason than "you told them to." Don't say... "will

you give me your pen for a minute" because now they have to think, and if they have to think they may refuse. In your ad simply say: "call this number now", "email me for details", "go to our website"etc.

If the first three ingredients (attention, interest, and desire) have been well done, and the reader is a qualified customer.... they will most likely take the action you direct them to take.

WHAT TYPE OF AD SHOULD YOU USE

There are three ad types:

Qualified - Partially Qualified - and Blind

The qualified ad is specific and includes more detail about the product you are selling. Some products lend themselves to qualified ad content better than others. Hair pieces for men is an example. If your product is particularly "person dependent" use this type. Qualified ads will receive the least response but more of the responses which are received will result in sales.

The partially qualified ad offers a special benefit, such as money or self- improvement. The readers have some idea of what you are offering, but don't know the specifics. If they are interested and desire your product they will follow your directive and send for more info. If you know where a partially qualified ad response comes from, you may be able to tailor your response to increase the percent of resulting sales.

Blind ads offer only a few details, they are short, and bring in the largest response. However, blind ads produce the lowest percentage of actual orders per response, they are often answered just out of curiosity.

ADDING WORD POWER TO YOUR CLASSIFIED AD

Some words are more powerful than others. Saying, your ad must "spark your readers interest," is more powerful than saying, your ad must "get the readers attention." Why? because by using "spark," you can see something igniting within the reader, flaming their interest, and sense they are feeling some excitement.

Yes, getting them to have feelings about your words is what you want to accomplish. It is the feelings that are attached to the words that give them power. Look at the list of words below and see if you can recognize the feelings behind the words, that give them power.

If you are having trouble finding power words to use in your ad, it is probably because you are concentrating too hard on what words you want to use instead of what sorts of feelings you want the reader to feel. Decide on the feelings first and then experiment with the words that best convey them.

Researchers at Yale University say that the twelve most POWERFUL words in the English language are:

- 1. DISCOVER**
- 2. EASY**
- 3. GUARANTEE**
- 4. HEALTH**
- 5. LOVE**
- 6. MONEY**
- 7. NEW**
- 8. PROVEN**
- 9. RESULTS**
- 10 SAFETY**
- 11. SAVE**
- 12. YOU**
- 13. FREE - (I just had to add this one in !)**

The above list contains the type of attention getting words that you should try to include in your classified advertising ad title. Scan a bunch of classifieds (as many as necessary), picking out other such words from the title of the ads that attracted your attention. Do this until you have a list of about 50 words.

Try to pick out the individual words and not the phrases. Phrases will come later. Keep this list at hand when you are designing your classified ad. Glance at the list occasionally while writing down possible titles for your ad. The title is the most important part of the ad. You may need to spend 90 percent of the time it takes to design your ad, just on the title alone.

Now write down every word that you can possibly think of which describes a particular feature or benefit of your product. What do you always tell the customer about your product?

Benefits - benefits -benefits! Features - features- features!

Verbs and adjectives are great. Verbs because they show action and adjectives because they are descriptive. Active and descriptive words tend to make us to react with feelings.

Now let's put it all together and create a simple classified car ad.

Want a Dependable Used Car that Looks Fantastic and Drives Great? 1994 Olds Cutlass - low mileage - automatic transmission - radio plays CD's -- tinted glass - factory air - great gas mileage - So "cherry" people will stare with envy when you drive by - Call today 555-5555 ask for Joe.

Well, this one I did quickly. Maybe you can make it better. Anyway, now review the ad. Does the title grab the reader's attention. Does the ad offer features or benefits of interest to car buyers? Is some emotional desire created to further stimulate the reader? Does the ad direct the reader's action?

Now go to it! Create your own awesome classified keeping the above thoughts in mind. Review your ad and check to see that all the important ingredients of a good ad are present. Find a classifieds site on the web with plenty of ads in a category related to your product. Get your ad listed first if you can. And wait for the response. "If you are not getting responses, then either change the title of the ad, change the wording, or Advertise in more locations!

Good Luck out there...

Write Classified Ads That Get Results Now!

SELLING DIRECTLY FROM A CLASSIFIED AD



Classified ads can be used to sell products directly from the ad. This, however, only works for items costing no more than approximately \$5. The best use for classified ads is to utilize them in obtaining inquiries. This is called the two step approach.

The first step is to get maximum inquiries from the classified ad, in the second step the promotional package is sent to the prospect and as many inquiries as possible are converted to buyers.

CLASSIFIED ADS FOR MAXIMUM INQUIRIES

Classified ads are substantially less expensive than small space ads, but by no means are they cheap. Most national publications catering to the mail order business charge from \$3 to \$8 per word.

A well laid out ad should consist of about 20 words which includes the company name and address. It is important that you remind yourself that only the purpose is to get the prospect to take immediate action and write for more information.

Before you write the ad know exactly what it is you want to sell. You must know very specifically what you are going to accomplish through this ad. Once you have determined what you want to get across to the reader, write it out in one or more complete sentences.

For example, you have the reproduction rights for several reports and want to market them. So the objective is: "I want to get the maximum number of responses to inquire about my self-publishing material which has excellent income potential and is easy to market, especially for a newcomer to the business."

This ad may read as follows:

TREMENDOUS PROFITS THROUGH SELF-PUBLISHING! Start part-time. Easy to do. Request free Special Report! XYZ Publishing/E, PO Box 1000, Frederick, MD 20908.

THE OPENING LINE

The first 3 or 4 words-- are critical. Since there are hundreds of classified ads in any given publication you must be able to get the reader who scans all, or some of them, to stop in his tracks when he gets to your ad and read your ad and then take action.

Open any publication and review the ads and you will see that many of those ads have absolutely no purpose.

They are a total waste of money. But that is good for you since I am sure you will make a real effort to get your message across.

**Here are a couple of examples of useless ads: Still Looking For A New Beginning?
Write.....**

What do they mean by that? How does any of that pertain to me and what am I supposed to make of that? Here is another one:

The Easiest Business On Earth. Valuable information mailed free.....

Do you think many people are going to write in for an ad like that. Especially not since there are hundreds of other ads in competition for the readers' time.

THE OBJECT IS TO GET THE READER TO TAKE ACTION - NOW!

In less than 25 words you have to create a message that will make a reader stop; give him a reason - benefits to him - why this is for him; tell him what to do - action; and provide the vital information.

It is as simple and as complicated as that. Simple because you know what you want to accomplish, but complicated because it has to be done with so few words. I think you can see why it is virtually impossible to sell a \$10 or \$20 item from a classified ad. You just would not have enough space to tell a story compelling enough to convince someone to part with \$10 or \$20.

SELF-CENTERED ADVERTISING COPY IS INEFFECTIVE

With some practice you should have no problem getting lots of inquiries from your ads. Stay away from "Self-centered advertising copy", copy that speaks about you. How great you or your company are, or how great your product is.

The only thing the reader cares about is himself. What's in for Number One! Nothing else.

SOME COST SAVING TIPS

Almost all weekly and monthly publication will charge for each word including your company name and address. Most daily newspapers have a per line rate. Since just the address can take up from 6-10 words here are some ways you can save money.

The following ad has 23 words.

**TREMENDOUS PROFITS THROUGH SELF-PUBLISHING
Start part-time. Easy to do.
XYZ Publishing Co.
Dept 12 P.O. Box 1000 Frederick, MD 20908**

This ad has 21 words.

TREMENDOUS PROFITS THROUGH SELF-PUBLISHING

Start part-time. Easy to do. Free details.

**XYZ Publishing/E (The E becomes the code instead of Dept 12
PO Box 1000 Frederick, MD 20908**

Or this one which has 18 words

SELF-PUBLISHING, TREMENDOUS PROFITS!

Start part-time. Easy! Free report.

XYZ Publishing/E

PO Box 1000

Frederick, MD 20908

*You also might check with your post office and see if just using
Box 1000 instead of PO Box 1000 would get to you - another word saved if it does.*

Some publications charge 2 words for the zip code and state, some only one. If you live in a city which consists of several words such as Palm Beach Gardens you are only charged for 1 word.

Evaluate the cost effectiveness of your ad by the cost per inquiry and not the cost of the ad. Example a \$150 ad generates 170 inquiries \$0.88 per word versus a \$28 ad which generates 15 inquiries at a cost of \$1.87 each.

WHEN THE INQUIRIES START ARRIVING

If you have written and placed an effective ad and the inquiries start rolling in, the most important job, or actually several jobs have to be done. They are as follows:

1. Your sales/promotional package must be ready before the first inquiry arrives and it must be answered promptly, preferably the same day but certainly within 48 hours. The longer you wait the more chances are that a competitor will win out over you. Although some people will wait for weeks before they make a decision, many will act within days.
2. The ad you are placing is just the beginning. The names which are generated from the ad must be used again and again in order for your total advertising effort to be effective in the long term.
3. A percentage of your inquiries from this first ad will become buyers. You need to send these buyers additional offers within several weeks after their first purchase and thereafter mail at least 3 times per year to them. You drop them from your list if they have not bought anything for about 8 - 12 months.
4. The inquiries that did not buy this time may still purchase at a later time. You can send them the same material again, or a similar offer. It is advisable to send 2-3 more mailings to them.

Many mail order companies may only make a small profit or just break even when the actual sales results are measured against a single ad. But over the life of the customers which are converted from those inquiries and the subsequent purchases from the inquiries who were not converted from the initial ad many hundreds or thousands of additional dollars will be generated.

Wishing you success and many inquiries from your ads!

SECRETS OF HIGH MONEY CLASSIFIED ADS

Classified ads, when used effectively, can be one of the quickest and inexpensive ways to increase sales and customers. A single well-written classified ad can generate hundreds of thousands in sales, yet can cost you pennies to run.



Unfortunately, most people don't appreciate the pulling power of classified ads. They think classifieds ads are for selling cars, or finding jobs, not for expanding a business. And while it's true a classified ad is a good way to sell a car, or find a job, it is also true that classified ads can be used to launch and operate multi-million dollar business.

In fact, many businesses rely exclusively on these small low cost ads to generate all their sales. The reason is simple. Once you have discovered how to harness the power of these ads, you really won't need to run expensive display ads.

The key point about classified ads is that they are most effective when used as 'lead generators'. In these ads, you are not trying to convince someone to spend money with you in the ad. Instead, you're trying to identify a potential customer by having that customer contact you as a result of the ad. Once potential customers have identified themselves, you follow up with your direct mail offer for the product or service you want to sell.

Writing an effective classified ad is one of the most exacting forms of copywriting. With twenty words or less you have to say something that will cause potential customers to call you. And you can't rely on eye-catching illustrations or professional layouts to catch the reader's attention. It's all in the wording.

Here's what we do when we need to write a classified ad that really works:

1. Define what we want the ad to accomplish. Do we want the customer to read the ad and smile? Or do we want him to read the ad and call us? (In most cases we want the customer to call us immediately upon reading the ad.)
2. Define the profile of the person most likely to purchase our product or service. (Is it a man or woman, young or old, rich or poor?) If you can't identify who you are going to sell a product to, it's almost impossible to write an ad that will get their attention.
3. With the 'most likely customer profile' developed in step two, you should list the 'hot buttons', those words, ideas, and concepts most likely to gain the immediate attention of anyone in the profile group.

These hot buttons might be phrases like 'work at home', financial freedom, 'overnight weight loss,' 'immediate loans' or 'overseas jobs'.

4. Using the list of hot buttons we came up with in step three, we should see how we can weave them into a 20 word or less ad that accomplishes the goal we set in step one. When writing the ad, the first three words are extremely important and must be selected with purpose. They should call out to our potential customers.

5. If our goal is to get the reader to identify himself to us as a potential customer we should offer free additional information.

This way we get the customer to call us and give us their name so we can send them something. We normally do this by saying, 'For Free Information Packet call 1-xxx-xxx-xxxx.'

6. After the ad is written to our satisfaction, we search out a number of highly targeted newsletters and magazines that our customers read. Then we find the ones with the least amount of classified ads, and run our test ads there. (We always avoid general interest publications. The ad rates are too expensive and the response too small.)

7. Before the ads appear we develop our ad response pack. This is free information that people who see the ad will be calling about. And it is this response pack that will generate the sale. Obviously having a good response pack is critical to the success of the project.

8. When the ads appear, we keep track of the total number of inquiries for each ad, from each publication. This lets us know which ad works best, and which publication pulls best. We use this information when we roll the ad out on a wider scale.

One final point. The success of a classified ad is determined by the Sales are related to the follow-up effort, the response pack, not the lead generating classified ad. Generally if you get five or more responses to a low cost classified, you are on the right track.

GOOD LUCK!

CODE YOUR ADS WITHOUT ADDING WORDS TO YOUR CLASSIFIEDS

Coding advertising is not the big secret or the involved process many would have you believe.

A great many firms sell reports on how to code your advertising for \$3 or more, when it's nothing you can't learn with a little study of a few mail order publications.

Coding advertisements is simply a means of determining where your orders come from, and in cases where you don't use coupons or separate order forms for several different products, a method of double checking on what the customer actually requested.

For the purpose of demonstration, let's assume you have a company called WORX COMPANY, your name is JOHN DOE, and you market publications by PRINTCO and PUB-GUYS. You decide to run ads for different products in three publications and teaser ads for your catalogs in two others, one for each publisher's catalog. Coding the latter two is easy.

For simplicity, where you put the name and address of the company when offering Printco's catalog, mark the name as PC WORX, ADDRESS, ZIP CODE. When the envelope arrives and no indication is given of what was requested, you can tell at a glance what was requested.

Now Printco and Pub-Guys sound and look alike, so for the second ad, mark it WORX-PG. If you're advertising the same catalog in three different magazines, use different codes for each to see which one gives you the best response, for example WORX-PG, JOHN DOE PG AND P.G. JOHN. You can easily separate them as you receive them.

The permutations are endless: P.G. DOE, P. DOE, G. DOE, DPG, JPG, JDPG, and if that's not enough, code the address, perhaps BOX 99, DEPT. PG, BOX 99-PG, BOX 99 DESK PG, BOX PG-99, and so on.

The person ordering wants to be sure you get his request and almost always faithfully reproduces whatever is listed as the correct address right down to the last comma. You can never run out of ways to code. PG is the obvious code for PUB-GUYS, but you could use an arbitrary number code chosen by you and in fact, number codes are invaluable codes for making dates on the ads, to see how many trickle-in orders you get long after the ad stops running, and what months and season are most productive for selling your products.

Date coding involves using numbers in sequence to indicate magazine issue number, sequence number, or date published.

This coding is virtually essential in later campaigns. Once you've got a fair-sized mailing list, it will be far easier to use advertising codes to indicate their interests than to keep a complete ledger of every person and what they purchased. It also makes computer entry a snap, especially with a good filing program.

One thing that scares people about coding is receiving checks or money orders coded like the ads. People become somewhat afraid that they won't be able to deposit them because their account is registered to JONDO, not JDPG or whatever. Have no fear. Your company will be registered to your mailing address.

By showing the clerk a copy of the advertisement with the address, there will be little doubt as to who should rightfully receive the money, and your checks or money orders will clear like clockwork. If by chance you do encounter a bank that won't accommodate this requirement, bank somewhere else where they understand the workings of mail marketers.

EFFECTIVELY KEY YOUR ADS

Advertising smartly means you must keep track of which publications draw the most responses, as well as which ad copy is best. This can be done by KEYING your ads.

A key is the identification code you use in your ad. It shows you which publication, date, and ad copy brought in the response. Keying your ads is simple to do, and can be done in a few different ways.

The easiest and most common way to key your ads is to attach the key code to your address.

EXAMPLE: If your address is 666 Easy St., your keyed address might look like "666 Easy St., Dept I2P-8" The I2P-8 is the key, and could signify Income Opportunities - August issue.

The addition of the key to your address should not pose problems for the post office, but it's still a good idea to contact your postmaster. Show him or her the keys you intend to use and get their opinion. They will know which formats will be disruptive to delivery.

If you use the phone for responses, you can put a "Department Number" in your ad, and instruct the customer to ask for the department when calling. You or your phone operators would then take note of the code and use it to tally your responses.

Finally, a good way to check which of your mailings or flyers are succeeding is to use different colors of paper. For example, if you're testing three different mailing lists, use three different colored papers, one to each list. You can then instantly tell when you receive order blanks which list the response came from.

Be sure to keep a list of your key codes and what they correspond to. By doing this, you can tell which publications are worth continuing your ads in, which should be cancelled, and which ad copy should be used. This will allow you to pour your ad funds into the most worthwhile places, and reap the benefits!

AVOID COMMON ADVERTISING MISTAKES

Advertising isn't hard to do. You prepare an advertisement or write a classified ad to sell your product or generate interest to send people more information. But the way most people make mistakes is either by their inability to write effective ad copy and by sending it to be published in the wrong publication. Here are some pointers to follow:



Writing Effective Copy Never try to sell anything costing more than \$5 in a small display ad or a classified ad. First of all, you don't have enough room to tell people everything they need to know to entice them to order.

Instead, you need to employ the "Two-Step" method of advertising. Request the reader to send you \$1 or 4 first-class postage stamps for more information. When they respond, you will send them a brochure, flyer, order form and cover letter so they can place an order for the real product.

Now that pricing is out of the way lets talk about writing your ad copy. The best way to learn how is to read the ads other people have written. Don't copy them word-for-word, but use them as a guide to write your own ads. Once you get the hang of it, you'll be writing off effective ad copy just as well as the pros.

Advertising in the Right Publication. Although this may sound a little silly and you think it is only common sense to know this _ people will often overlook this fact when choosing the publication they will be advertising in.

Instead, they will look for the lowest price for the amount of circulation they receive. Unfortunately, this does not work out. Even though you need to look for good deals that make it easy on your pocketbook, you will be throwing money away if you don't pre-qualify the publication you choose.

One way of pre-qualifying the publication is to send for a sample copy.

Most publishers will send them to you free of charge for the asking. If you don't know of any mail order publications, just write to Glenn Bridgeman, PO Box 10150, Terra Bella CA 93270 or William Lee, Rt 1, Box 10790, Madisonville TN 37354 and ask them to send you some. (Be sure to enclose \$1 or 4 first-class postage stamps in with your request to offset postage costs.)

If you tell them you are new to mail order and are interested in publications to advertise in, you certainly will find the \$1 you spent is well worth the effort because both of these publishers are very reputable, honest and helpful.

Study the publication to see what other people are advertising and how they are advertising it. Contact some of the people who sell items similar to your own with the hope of networking with them. You would be surprised how much free publicity you can get just from corresponding, calling and networking with others.

Once you locate a publication you want to advertise in, give it a try for 3 months. If you don't get any response or only a few orders, try another publication. There are millions of them and eventually you will hit the right target market that will be interested in what you have to sell.

Don't Stop With One Publication. Just because you locate the target market of people who are interested in purchasing your product there is no reason you can't advertise in more than one publication. In fact _ if you don't, your ad will become stale.

If the same people continue to see your ad every month they will probably get tired of looking at it. Besides, if they wanted the product they would have ordered it by now. Don't tire them out! Alternate different size ads and get rid of ones that don't work well.

Leave your ad running as long as it brings in orders for you but also advertise in 5, 10, 20 or 50 other publications also to generate a steady stream of orders and to reach more people.

Key Your Ads. Many beginners in mail order never key their ads so they know what publication people saw their ads in. In fact, I personally never did this myself and ended up losing a lot of money. So please don't make the same mistake I did. Keying your ads means that you place a code of some sort in your address so that when people write and order something from you, you immediately will know where they saw your ad.

Keep a record of every name and address of the publisher you send an advertisement to. Record the date you sent the ad and the date you received a checking copy, proving that your ad appeared. Also record the "code" you used so you can immediately identify where it came from.

If your address is "123 Anytown St," it could become "123 Anytown St, Suite A" for one publication and "Suite B" for another. The postman will still deliver your mail to "123 Anytown St." Of course, if you live in an apartment complex and there are apartment numbers you could turn "111 Johnson Apt A" into "111 Johnson, Apt A-1" for one publication and "Apt A-2" for another. Post office box addresses are also simple. Turn "PO Box 585" into "PO Box 585, Dept A-1" for one publication and "Dept A-2" for another. People will sometimes even change their name on the ad for keying purposes.

You might see the name "Harriet's Recipe Book" instead of Harriet Ranger. Harriet might also use "Harriet's Cookbook" or even "Harriet's Solution to Stress" on her ads relating to these products. Use your own imagination and pretty soon, keying your ads will be a normal part of your life. Be sure and keep track (on your Record Sheet) of how many responses you receive from each publication. After 3 months, look over your Record Sheet and get rid of the publications that didn't do well.

You'll go broke if you spend \$10 per month advertising a 2-inch ad if you only receive \$1 back in orders. After awhile you'll be able to see where it pays you to advertise your particular product and then you can send in larger ads to those publications. Never stop using this method and you'll never stop getting orders in your mailbox. It's a win-win situation for everybody!

Tabloids -vs- Adsheets. Another question about advertising that many people have is whether its better to advertise in tabloids or adsheets. Many people will sell you information on the best day to mail and the best time of the year to advertise. They think they have it down to a science and will convince you of their methods. However, there is NO set rules that can be employed by everyone.

That's because there are a wide variety of ways to approach various products. If you sell travel services and read a report that told you not to advertise during the summer months, you'd go broke. The summer is the travel industry's biggest money-making season!

Don't get hung up on specific statistics made by people who claim to be expert researchers. There is no way to determine what is best for you than to try it yourself and see what works. You are the person in control of your business and you are where the buck stops. Take advantage of your authority and try every angle you can think of until you determine what's best for your company's product and/or service.

Tabloids are a fantastic advertising vehicle and adsheets are too. Sometimes people feel a small 1" camera-ready ad gets lost in a tabloid filled with 100's of them. This may be true in some circumstances and not true in others. Do you look at 1" ads in tabloids? Of course you do.

You scan the pages and your eye is always directed to one or two on the page that catches your eye. Ask yourself "why" they caught your eye. Was it because the ad was placed in a specific area on the page? Was it because of the headline or the word "free"?

Classifieds work well in tabloids and adsheets and sometimes they don't, Look in the back of the Globe or Enquirer. Don't they have page after page of classified ads?

If nobody was reading them and responding to them, the advertisers wouldn't be submitting advertising to the Globe or Enquirer for them. So evidently, people DO read classified ads _ even if there are 100's of them. Test the waters and do what works the best for you.

The Do and Don'ts of Profitable Ads

Throughout this book you have read about coding, keying and the AIDA formula.



Do be creative and write down the things you think about.

Don't worry about the word count until you have edited your creativity.

Do key your advertisements.

Don't confuse your postmaster. Check before messing with your address!

Do look at other's ads and research to see if they were in past issues.

Don't steal their ad. However, you can use the format.

Such as:

Are you too fat? Get rid of it Now! to Is your Car Embarrassing? Call us Now.

Do test your ads as much as possible.

Don't keep an ad that pulled that quit pulling in the same classifieds, switch around.

Do put your ad in the proper area for you ad that fits the best.

Don't make it ALL CAPS.

Do use the word YOU whenever you can.

Don't use I or we much, basically people are interested in themselves, not you.

Do find bonuses to give for free.

Don't let the bonuses outshine your product.

Do give a guarantee!

Don't give up.

HOW "INFO-LOADING" CAN INCREASE YOUR AD'S PULLING POWER

There are many schools of thought on how to write a successful direct-response ad, letter or brochure. Some say you need to be subtle, some say be harsh, some say be round-about, some say be direct. There is one technique, though, that is coming to the forefront as one of the most successful to employ.

Info-Loading is the style of overloading an advertisement with information about your product or service. The theory is, you give the customer more information than they'd ever want on your product/service, and they'll feel more confident about you and what you offer. Also, the customer that actually reads through it all is the one who's interested enough to buy what you offer. The good news is, it works!

Here's how to do it. Say you're planning a quarter-page display ad in a magazine. Instead of leaving a lot of white space, so it looks open, and instead of putting pictures in to catch the eye, fill the whole space with text! Load it with as much information as you can fit in, without making it unreadable.

To prevent it from looking like a grey blur when the reader's eyes scan through the page, put a bold, black box around the ad, a bold headline, and emphasize important words and phrases with bold print.

You can do the same thing with a mailing. Put together a four-page sales letter loaded with copy, then add a brochure/flyer that re-emphasizes the important points in even greater detail.

A few cautions with this technique. First, make sure you actually have something to say! We are so conditioned to being economical with our words in advertising that it'll be hard to info-load without feeling repetitious. Instead of rambling on about features, tell customers every single benefit they'll get from your product/service. **BENEFIT** is the important word.

Give Info-Loading a try. Depending on your audience and what you're trying to sell, you may find that info-loading can load more sales into your bank account!

PROFITABLE MAIL ORDER ADS



Regardless of how you slice it, the most important aspect of any successful mail order business is its advertising. In fact, mail order success is wholly dependent and even predicated upon good advertising.

First of all, you've got to have a dynamic and spectacular ad that attracts the eye, and grabs the interest of the people you're trying to sell to... Thus, unless your ad really "jumps out" at the people, your sales will not live up to your expectations and hopes... And, unless your ad "grabs the interest" of your potential buyers, you still won't make the kind of money you have in mind...

The eye-catching appeal of your ad must start with the headline. Use the headline to quickly create a vision within the mind of the people seeing it - a vision of all their problems being solved, and attainment of the kind of happiness they seek. If your headline fails to catch the attention of your prospect, then your money and efforts are wasted.

In writing your advertise, you must put yourself in the shoes of your reader - quickly interest him in your offer, show him how he can get what he wants, and then cause him to send for your solution to his problems immediately. Your copy must exude enthusiasm, excitement, and a positive attitude.

Even so, you can and must remember to be honest. Don't exaggerate or make claims you can't back up. Never make promises you can't or don't expect to keep. To do so will definitely get you in trouble with the Federal Trade & Fair Practices people.

Use a hard-sell approach! Say what you feel and believe about your product. Use common, ordinary, everyday "correct" English.

Stress the benefits of your product or service. Explain to your reader how owning a copy of your book, or availing himself of your service will make his life richer, happier and more abundant. Don't get involved in listing the money you've spent developing the product, researching the information you're selling, or whatever qualifications you might have for being able to offer it - Stress the "sizzle" and the value to be gained from ownership.

Be sure to involve the reader as often as possible through the use of the word "you". Write your copy just as if you were speaking to, and attempting to sell just one person. Don't let your ad sound as if you were on a soapbox addressing a huge stadium full of people. Talk to just one person at a time.

Do not try to be clever, brilliant or humorous in your advertising - keep your copy simple, to the point, and on target towards interesting the prospect in buying your product or service because of the benefits he's going to receive.

Keep it simple and make everything clear for him. At all costs, you don't want to confuse him. Tell the reader exactly what he'll be getting for his money, how he'll benefit from it, and precisely how to go about ordering it.

Don't try to become too friendly with him. In other words avoid becoming too folksy or the use of slang expressions.

In writing an ad, think of yourself as a door-to-door sales person - you have to quickly get the attention of the prospect, quickly interest him or her in the product you're selling, cause him or her to want to enjoy the benefits of the product, and then close the sale by getting his or her money.

Copywriting, whether it be for a display ad, a classified ad, a sales letter or a brochure is all a learned skill. It's a skill that anyone can master with just a little bit of practice and professional guidance.

Thus, your first move is to study your competition and recognize what they are doing to sell their wares. Practice rewriting their ads from a different point of view or from a different sales angle. Keep a file of ads you've clipped from various publications as a file of ad-writing ideas. Don't ever copy anyone else's work, but do use the creativeness of other people to stimulate your own creativeness.

Some of the "known facts" about advertising and ad-writing in particular tell us that you cannot ask for more than \$3 in a short classified type ad - Generally speaking, a \$5 item will take at least a 1-inch display ad - If you're trying to sell a \$10 item, you'll need at least at quarter, maybe even a half page of copy - and \$15 to \$20 items require a full page.

If you should be selling a really big ticket item costing \$50 or more, you'll need a 4-page sales letter, a brochure, separate order coupon, and a return reply envelope.

If you're sending out offers via direct mail, you'll do best by dropping your mail in the post office on a Sunday, Monday or Tuesday so that your mail does not arrive on a Monday Morning - the first day of a new week.

Again, unless you're promoting a big ticket item, the expensiveness or color of your paper does not have any great effect on the responses you'll get, but - the quality of your printing definitely will have, so be sure to keep this in mind.

One final point to bear in mind - the summer months when people are most apt to be away on vacation are usually not good months for direct mail.

18 WAYS TO USE THE WORD "FREE" IN YOUR ADS



1. The word "FREE" is still the most powerful,... the most often used word in advertising today! If you have anything to offer FREE to others, you can use this powerful word! It pulls orders better than any other word! Here's some ways to use it:

2. ONE thing FREE when you buy Another! This can be the way to get

people to order from you! A second one is FREE, with the purchase of the first!

3. Buy 2 - get the third FREE! This can be used to get MORE and LARGER orders! Giving away ONE, with the purchase of two others!

4. Fourth FREE, with purchase of Three! Tire stores and Publishers offer a 4th FREE, when you buy Three others at regular price!

5. FREE "Trial Size!" Give away one that's smaller than usual, hoping that people will LIKE what you give them, and want to buy more!

6. FREE Bed-frame, with purchase of A King Set! Lots of mattress stores use this type of ad! Offering some sort of "premium" FREE with purchase!

7. FREE Introductory Class! This usually is offered with purchase of a Computer; Microwave oven; etc. (Free Memberships in clubs, etc!)

8. Use it FREE for 30 days! Allow people to use something; to use your product or service, FREE, for a limited time! (Enticing them to order!)

9. FREE Service with each purchase! This is used often by Pizza companies, and cleaning services. Free delivery; Free Folding; etc.

10. FREE Interest for 3 months! Many loan companies and others offer this to entice customers to buy from them! It's delaying something for a time!

11. Fast service, or it's FREE! It's Hot, or it's Free! (7-11 offers Hot coffee). Denny's says "10 Minutes, or it's FREE!" Customers come to see!

12. 2nd Topping is FREE, with purchase of a Large Pizza! That about says it all! (Free Extras; Free Colors; Free Inks; No extra charge at Printers!!)

13. FREE Details! This is used by a LOT of advertisers, who sell products by mail! Let 'em know you'll send information FREE, just to write and ask!

14. Buy 2 ads, get a 3rd (or 4th) FREE! This is another way to get Long Term advertisers! They get FREE ads, with every 3rd or 4th they buy.

15. FREE Commission Circulars! Many Prime Sources are willing to offer you FREE circulars (some for postage) to obtain dealers! Free Dealer Info!!

16. FREE Typesetting, with purchase of an ad! Publishers offer this FREE service to obtain new advertisers! (Why pay extra for it, if it's FREE?)

17. FREE Catalog! Many companies send out Catalogs FREE to anyone who writes and asks for one! More sales result! (Free Downline Recruiting!)

18. FREE Sample Copy! Some companies will be willing to send you ONE FREE to entice you to buy more later! (Free Cassette; Free Introductory Video, etc!)

100 WORDS THAT HAVE SALES APPEAL

Add sales punch to describe your merchandise or sales offer - use one of the following words. It may be helpful, used alone, or with other words. They have been selected from successful ads for your convenience in preparing copy.

Absolutely.. Amazing.. Approved.. Attractive.. Authentic..
Bargain...Beautiful.. Better.. Big.. Colorful.. Colossal..
Complete.. Confidential.. Crammed.. Delivered.. Direct..
Discount.. Easily.. Endorsed.. Enormous.. Excellent.. Exciting..
Exclusive.. Expert.. Famous.. Fascinating.. Fortune.. Full..
Genuine.. Gift.. Gigantic.. Greatest.. Guaranteed.. Helpful..
Highest.. Huge.. Immediately.. Improved.. Informative..
Instructive.. Interesting.. Largest.. Latest.. Lavishly..
Liberal.. Lifetime.. Limited.. Lowest.. Magic.. Mammoth..
Miracle.. Noted.. Odd.. Outstanding.. Personalized.. Popular..
Powerful.. Practical.. Professional.. Profitable.. Profusely..
Proven.. Quality.. Quickly.. Rare.. Reduced.. Refundable..
Remarkable.. Reliable.. Revealing.. Revolutionary.. Scarce..
Secrets.. Security.. Selected.. Sensational.. Simplified..
Sizable.. Special.. Startling.. Strange.. Strong.. Sturdy..
Successful.. Superior.. Surprise.. Terrific.. Tested..
Tremendous.. Unconditional.. Unique.. Unlimited.. Unparalleled..
Unsurpassed.. Unusual.. Useful.. Valuable.. Wealth.. Weird..
Wonderful.

70 PHRASES STIMULATING ACTION

Close your ad with an action-getting phrase. Give the reader something to write or do. Here are 70 suggestions for ways to get action. Study them. They will help you prepare your copy for better results.

Act now!.. Send your name.. All sent free to introduce.. Amazing literature.. Free.. Ask for free folder.. Bargain lists sent free.. Be first to qualify.. Booklet free!.. Catalog included free.. Complete details free.. Current list free.. Dealers write for prices.. Description sent free.. Details free!.. Dime brings details.. Everything supplied!.. Exciting details free.. Extra for promptness.. First lesson, 25 cents.. Folder free!.. For literature, write:.. Free booklet explains.. Free plans tell how.. Free selling kit.. Free wholesale plan.. Free with approvals.. Full particulars free.. Get facts that help.. Get started today!.. Get your copy now!.. Get yours wholesale.. Gifts with purchases.. Illustrated lists free.. Interesting details free.. Investigate today.. It's Free!.. Act Now!.. Literature free.. Mail material to:.. Money making facts free.. No obligation! Write!.. Offer limited!.. Send today.. Only 10 cents to introduce.. Order direct from:.. Order Now!.. Don't Delay!.. Particulars free.. Postcard brings details.. Request free literature.. Revealing booklet free.. Rush name for details..

Sales kit furnished.. Sample details free.. Samples sent on trial..
See before you buy.. Send for free details.. Send for it today..
Send no money.. Send post card today.. Send 15 cents for mailing..
Send today.. Send your want lists.. Stamp brings details..
Stamped envelope brings.. Test lesson free.. Unique sample offer..
Valuable details free.. Write for free booklet free.. Write us
first!.. Yours for the asking.. 15 cent stamp for details..
\$1 brings complete.. 32-page catalog free

BONUS !!!

THE 100 MOST THREATENING SPELLING WORDS in the Order of Their "Threat" to You

occasion.. recommend.. occurred.. principal.. equipped..
accommodate.. disappoint.. possession.. privilege.. proceed..
inconvenience.. accept.. business.. necessary.. personal..
receive.. reference.. separate.. their.. whether.. questionnaire..
criticism.. description.. effect.. extension.. judgment..
quantity.. similar.. undoubtedly.. height.. immediately..
stationery.. foreign.. fourth.. government.. omitted.. weather..
personnel.. existence.. analysis.. across.. appearance.. loose..
pamphlet.. practical.. preferred.. unnecessary.. affect..
attendance.. incidentally.. apparent.. calendar.. professor..
strictly.. principle.. already.. coming.. its.. oblige..
opportunity.. original.. paid.. probably.. referring.. referred..
there.. too.. writing.. among.. arrangement.. practically..
convenient.. canceled.. really.. using.. beginning.. especially..
volume.. committee.. confident.. difference.. endeavor..
explanation.. except.. sincerely.. experience.. benefited..
conscientious.. eligible.. acquaintance.. controversy.. exceed..
laboratory.. omission.. procedure.. acknowledgment.. Wednesday..
guarantee.. February.. schedule.

The Key is to combine your words: **EXAMPLE: "THE MAGIC MAMMOTH MIRACLE"; "The Three "M" Program"...** This has already caught the attention and interest of your prospect! Now... for example say: **The Money Making Facts are FREE!**

Merely Enclose your SASE or \$\$ or Whatever! Fill in with a few details and you have a tremendous \$\$ Pulling Ad. Use your own Ideas, but build them around these words and phrases! but remember, your follow-up material, must be just as interesting to get the orders.

1000 ORDER-PULLING WORDS AND PHRASES

1. ACT TODAY!
2. AT YOUR REQUEST
3. ADDED VALUE
4. ABSOLUTELY NO OBLIGATION
5. ANALYSIS
6. AUTOMOTIVE DISCOUNTS
7. AS SEEN ON TV
8. APPROVED BY MAJOR COMPANIES
9. A MUST!
10. A CHILD COULD DO IT
11. ASTOUNDED
12. ANYONE CAN DO THIS
13. A WINNING OFFER
14. AT YOUR OWN PACE
15. APPROVED
16. AT YOUR FINGERTIPS
17. AUTOMATIC
18. ANYTIME
19. ANYWHERE
20. ABSOLUTE
21. ALL YOU NEED
22. ADJUSTABLE
23. AMAZING!
24. ADRENALINE
25. ALERT
26. AFFORDABLE
27. AVOIDING
28. A CUT ABOVE
29. ADVANCED
30. AUTHENTIC
31. ACCELERATE
32. ATTRACTIVE
33. A PLEASANT EXPERIENCE
34. ACT NOW
35. AMAZING LITERATURE
36. ACCOMMODATE
37. ANALYSIS
38. BUY
39. BETTER THAN
40. BARGAIN PRICE
41. BONUS
42. BARGAIN
43. BIG
44. BONANZA

45. BEAUTIFUL
46. BETTER
47. BE FIRST TO QUALIFY
48. BREAKTHROUGH
49. BLOCK BUSTER
50. BOTTOM LINE
51. BEST
52. BEST-SELLING
53. BEAUTY
54. BENEFICIAL
55. BEYOND REASON
56. BONUS GIFT
57. BENEFITS
58. BEAUTIFULLY PACKAGED
59. BOOMING
60. BRAND NAME
61. BELIEVE
62. BILL YOU LATER
63. BEST PERFORMING
64. BEFORE AND AFTER
65. BRIGHT
66. BOOST
67. BUY ONE GET ONE FREE!
68. BOTTOM LINE
69. CONVENIENT
70. CONFIDENT
71. COST SHIFTING
72. CURRENT
73. COMPLETE DETAILS
74. COLORFUL
75. CONFIDENTIAL
76. COLOSSAL
77. COMPLETE
78. CRAMMED
79. CARING
80. CLASSIC
81. CALL
82. COMPLETED
83. CONCERNED
84. CONSTRUCT
85. CONTACT YOU
86. COURAGE
87. CREDIT CARDS ACCEPTED
88. CHANGES YOUR LIFE
89. COMMITTED
90. CHRISTMAS SALES

91. COMPREHENSIVE TRAINING
92. COMPREHENSIVE SUPPORT
93. CALL ANYTIME
94. CUSTOM DESIGN
95. 100% COMMISSION
96. CALL TOLL FREE
97. COMMON
98. CERTIFIED
99. CHANGE
100. CHALLENGE
101. CUSTOMIZE
102. CONCEPT
103. COMPETITIVE EDGE
104. CHALLENGING
105. CRUCIAL
106. COMPROMISE
107. COMPATIBILITY
108. CUTTING PRICE
109. CONTINUED SUPPORT
110. CASH BACK
111. CONVERTIBLE
112. COLORFUL
113. COMPACT
114. CUT-COST
115. CUSTOMER-MINUENDS
116. CONTROL
117. COMPLETELY CONFIDENTIAL
118. COMPLETE SETUP
119. COMPOUNDED
120. COMPETITIVE EDGE
121. CRUCIAL
122. COMMON SENSE APPROACH
123. CLUTTER FREE
124. COMPREHENSIVE
125. CUSTOM PACKAGING
126. CALL TODAY
127. COMPLETE FACTS
128. COMPUTERIZED
129. DEALER PRICE
130. DON'T DELAY
131. DEEP DISCOUNT
132. DELIVERED TO YOUR DOOR
133. DISCOUNT
134. DISCOUNT COUPON
135. DESCRIPTION
136. DURABILITY

137. DEDUCTIBLE
138. DESERVE
139. DOMINANT
140. DON'T MISS THE BOAT
141. DON'T MISS OUT
142. DOUBLE YOUR MONEY BACK GUARANTEE
143. DISTINGUISHED
144. DELIVERED
145. DIRECT TO YOU
146. DIRECT
147. DANGER
148. DOESN'T HAVE TO BE
149. DESIRE
150. DIFFICULT
151. DONATE
152. DESTINY
153. DYNAMIC
154. DELICATE
155. DIGITAL
156. DIFFERENCE
157. DETAILED
158. DARE YOU
159. DETAILED INFORMATION
160. DISCOUNT EQUAL TO SALES TAX
161. EXTREMELY INFORMATIVE
162. EASY PAYMENTS
163. EXTRAORDINARY
164. EFFORTLESSLY
165. ELIMINATE
166. ENDURING
167. EASY INSTALLATION
168. EQUIPPED
169. EFFECT
170. EXTENSION
171. EXCEPT
172. ELIGIBLE
173. ACCEPT OUR OFFER
174. EXPERIENCE
175. EXCEED
176. ENDEAVOR
177. EXPANSIVE
178. EXCLUSIVE
179. ETHICAL
180. EYE-CATCHING
181. ENHANCED
182. EASY ORDERING

- 183. EXCITEMENT
- 184. EXPLOIT
- 185. ENDURANCE
- 186. EFFECTIVE
- 187. ENTERPRISING
- 188. EMERGING GROWTH
- 189. EASILY
- 190. ENDORSE
- 191. ENORMOUS
- 192. EXCLUSIVE
- 193. EXPERT ADVICE
- 194. EXPERT
- 195. EVERYTHING SUPPLIED**
- 196. EXCITING DETAILS**
- 197. EXTRA**
- 198. ENVISION**
- 199. EXERCISING**
- 200. ECONOMICAL**
- 201. ELASTIC**
- 202. ERROR PROOF**
- 203. ENTIRE**
- 204. EASE OF USE**
- 205. ENVIED**
- 206. EASY OPERATION**
- 207. EXTRA INCOME**
- 208. ENRICHED**
- 209. EFFICIENT**
- 210. EASY TO INSTALL**
- 211. EASY TO USE**
- 212. EXPLODING**
- 213. ENERGY**
- 214. EXPRESS**
- 215. EXPERTS SAY**
- 216. EXPRESS SERVICE**
- 217. EQUAL**
- 218. EXACT**
- 219. EXPLAINED**
- 220. EASY TO READ INSTRUCTIONS**
- 221. EASE**
- 222. ENJOYMENT**
- 223. EXCEPTIONAL**
- 224. EAGER**
- 225. EFFORTLESS**
- 226. EXCELLENT**
- 227. EXCELLENT SERVICE**
- 228. EXCELLENT QUALITY**
- 229. EXPERTS AGREE**
- 230. EXCELLENT OFFER**
- 231. FREE NEWSLETTER**
- 232. FREE IDEAS**
- 233. FREE CASSETTE**

234. FREE WRITTEN EVALUATION
235. FREEDOM
236. FASCINATING
237. FREE OF CHARGE
238. FAST TURN-AROUND
239. FAST SERVICE
240. FREELY
241. FAST RESULTS
242. FLEXIBILITY
243. FULL
244. FREE/NO OBLIGATION
245. FREE QUOTE
246. FUN
247. FULL RANGE OF
248. FULL-FEATURED
249. FREE DEMONSTRATION
250. FULLY
251. FREE ESTIMATES
252. FREE DETAILS
253. FREE WITH PURCHASE
254. FOR A ONE TIME FEE OF...
255. FULL EFFECT
256. FLAT RATE
257. FIRST MONTH FREE
258. FACT
259. FANTASY
260. FACTORY DIRECT -TO-YOU
261. FASTER SERVICE
262. FREE CONSULTATION
263. FREE BROCHURE
264. FREE ISSUE
265. FASCINATION
266. FREE TRIAL OFFER
267. FREE ADVICE
268. FREE MEMBERSHIP
269. FREE COUPON
270. FIXED PRICE
271. FREE DELIVERY
272. FIXED RATE
273. FAST-SETUP
274. FREE REPLACEMENTS
275. FOREVER
276. FREE SAMPLE
277. FEATURES INCLUDE
278. FORMULA
279. FUNDAMENTALS
280. FORECAST
281. FUTURE
282. FUNDAMENTALS
283. FREE FROM PAIN
284. FOCUS
285. FLOURISHES
286. FORTUNE

287. FAMOUS
288. FREE BOOKLET
289. FREE APPROVALS
290. FIRST-CLASS
291. FIRST PLACE
292. YOU THE CUSTOMER COMES FIRST
293. FREE
294. FRESH
295. FAST
296. FLATTERING
297. FAITHFULNESS
298. FORTUNATE
299. FUNNY
300. FLASH
301. FIND THE ANSWER TO
302. GUARANTEED DELIVERY
303. GIANT
304. GUARANTEED OVERNIGHT DELIVERY
305. GUARANTEED RETURN
306. GOOD REASONS
307. GET RESULTS FAST
308. GET RESULTS-ORDER NOW
309. GIFTED
310. GUARANTEED LOWEST PRICE
311. GORGEOUS
312. GRACE
313. GENERIC
314. GOOD-TASTE
315. GET SOMETHING EXTRA
316. GROWTH
317. GAINING ON
318. GREATEST
319. GROUND-FLOOR OPPORTUNITY
320. GROUND-FLOOR OFFER
321. GIVE
322. GRATIFICATION
323. GARAGE SALE
324. GET AHEAD
325. GOOD
326. GENUINELY
327. GIFT
328. MAKES A GREAT GIFT
329. GIGANTIC
330. GUARANTEE
331. GENUINE
332. HUGE
333. HAPPY
334. HARD
335. HEAVY
336. HUGE DEMAND
337. HEFTY
338. HIGHEST RATED
339. HIGHLY RATED

340. HIGH GROWTH
341. HOTTEST
342. HEALTHY
343. HIGH
344. HELPING PEOPLE LIKE YOU
345. HISTORIC
346. HURRY OFFER ENDS SOON
347. HOPE
348. HUNGRY
349. HELP
350. HEARTY
351. HEIGHTEN
352. HANDSOME
353. HOT PROPERTY
354. HEALING
355. HAVE FUN
356. HIGH CLASS
357. HOLIDAY SALE
358. HOLIDAY PRICE
359. HIGH SPEED
360. HOW TO
361. HASSLE FREE
362. HUGE DIFFERENCE
363. HANDY
364. HIGH IMPACT
365. HIGH-TECH
366. HIGHEST COMMISSION OFFERED
367. HIGH PRIORITY
368. IF YOU DECIDE
369. INFLATION-BEATING
370. INSATIABLE
371. INNOVATION
372. IN-STORE REPAIRS
373. IT WILL BOGGLE YOUR MIND
374. INTRODUCING
375. IN-DEMAND
376. IT SELLS ITS SELF
377. ITS THAT EASY
378. INTRODUCTORY OFFER
379. INSTANT
380. INCREASE YOUR EARNING POWER
381. INTEREST FREE
382. INNOVATION
383. IMPROVE
384. IMPROVED VERSION
385. IN MINUTES
386. IN SECONDS
387. INVEST
388. INEXPENSIVE
389. INCENTIVES
390. INCREASINGLY
391. IMPROVE YOUR LIFE
392. IN-DEPTH

393. INTRODUCTORY RATES
394. IMPORTED
395. IMPORTANT
396. IMAGINATIVE
397. ITS A MUST
398. IN NEED
399. INSPIRATION
400. INDEPENDENT
401. INCREDIBLE BENEFITS
402. IDEA
403. INSIGHTFUL
404. IMPRINTED
405. INTRIGUING
406. ILLUSTRATED
407. IRONCLAD GUARANTEE
408. IN A FLASH
409. INSPIRE
410. INSPIRATION
411. ITS A BREEZE
412. INTERACTIVE
413. INTRODUCTORY OFFER
414. IMMEDIATE RESPOND
415. IMMEDIATELY
416. IMPROVED
417. INFORMATIVE
418. INSTRUCTIVE
419. INTERESTING
420. INFORM
421. INTELLIGENT
422. IS PROVIDED WITH
423. INSANE PRICES
424. IMAGINATION
425. INVESTIGATION
426. INVESTMENT
427. JESTING
428. JUSTICE
429. JUST IN TIME
430. JUDGMENT
431. KILLING PRICES
432. KNOWLEDGE
433. LARGEST
434. LATEST
435. LAUNCHING
436. LIVELY
437. LIBERATED
438. LATE-BREAKING
439. LONGEVITY
440. LARGEST SELLING
441. LEADING NAME
442. LOWER PRICE
443. LIMITED TIME OFFER MAYBE WITHDRAWN
444. LIVE
445. LONG TERM

446. LOW
447. LOW RISK SOLUTION
448. LEASE NEGOTIATION
449. LIFETIME INCOME
450. LEASE TO BUY
451. LEADERSHIP
452. LATEST TECHNOLOGY
453. LIFETIME WARRANTY
454. LASTING IMPRESSION
455. LOVED
456. LUXURY
457. LIFEBLOOD
458. LAST MINUTE
459. LOWEST PRICES EVER
460. LIVE YOUR DREAM
461. LOW PRICE
462. LESS HASSLE
463. LOW INTEREST
464. LARGER THAN LIFE
465. LIGHT-WEIGHT
466. LIFE TIME GUARANTEE
467. LOYALTY
468. LUXURY
469. LEGAL
470. LEADING
471. LIABILITY
472. LIGHT WEIGHT
473. LARGEST SELECTION
474. LIKE NO OTHER
475. LEARN ABOUT
476. LAVISHLY
477. LIBERAL
478. LIFETIME
479. LIMITED
480. LOWEST
481. MOTIVATION
482 . MODERN
483. MODIFIED
484. MASTER
485. MAGNETIZING
486. MAMMOTH
487. MAXIMUM
488. MINIMAL INVESTMENT
489. MASSIVE
490. MEGA
491. MONEY-SAVING
492. MAINSTREAM
493. MASTERPIECE
494. MAGIC
495. MIRACLE
496. MILLIONS
497. MAIL TODAY!
498. MULTI-FUNCTIONAL

499. MULTIPLE REVENUE STREAMS
500. MAMMOTH
501. MAIL TO
502. MONEY MAKING FACTS
503. MONUMENTAL
504. MEASURE UP
505. MANIA
506. NOVEL
507. NEXT FRONTIER
508. NO EXPERIENCE NEEDED
509. NO POSTAGE NECESSARY
510. NEW VISION
511. NO-HASSLES REFUND
512. NEW
513. NO SALESPERSON WILL VISIT
514. NEXT DAY AIR AVAILABLE
515. NO QUESTIONS ASKED
516. NATURAL
517. NO PAYMENT FOR () MONTHS
518. NEAT
519. NO OBLIGATION
520. NECESSARY
521. NO MONEY REQUIRED
522. NOW IS THE TIME!
523. NO-ONE WILL CALL
524. NO APPLICATION FEE
525. NATIONAL BRAND
526. NOT AVAILABLE IN STORES
527. NO EXPERIENCE NECESSARY
528. NO RESTRICTION
529. NO OBLIGATION
530. NO HASSLE
531. NOSTALGIC
532. NOTED
533. NO RISK
534. NEW AND IMPROVED
535. NOTHING BETTER!
536. NEW NICHE
537. NO PAYMENT FOR ONE YEAR
538. NO INTEREST FOR ONE YEAR
539. NO MONEY DOWN
540. NOW AVAILABLE
541. NATION WIDE
542. NO MINIMUM ORDER
543. ORIGINAL
544. OUT-OF-SIGHT
545. OF THE YEAR
546. OPTIONAL
547. OTHER COST TWICE AS MUCH
548. ORDER TODAY
549. ONCE IN A LIFETIME OPPORTUNITY
550. OPPORTUNITIES
551. OBSESSION

552. OVERWHELMING
553. OPTION TO PURCHASE
554. OPTION TO CHOOSE
555. ORGANIZED
556. OUTSTANDING
557. OBLIGATION
558. ORDER NOW!
559. ONLY \$
560. ORDER DIRECT
561. ORIGINAL
562. ODD
563. OVERRATED
564. OVER COMING
565. OUTSTANDING BENEFITS
566. PROVEN
567. PRECIOUS
568. PROFIT
569. PHENOMENAL
570. PROVEN TRACK RECORD
571. PRIORITY
572. PRIDE
573. PIONEERS
574. PERFORMANCE
575. POPULARITY
576. POTENTIAL
577. PRICE COMPARISON
578. PROFIT GENERATING
579. PRIME-QUALITY
580. PORTABLE
581. PERFECT
582. PRODUCTIVITY
583. PAY ONLY.....
584. POWERFUL
585. PRACTICAL
586. PROFESSIONAL
587. PROFITABLE
588. PRINCIPLE
589. PRIVILEGED
590. PREMIER
591. PROSPER
592. PHONE TODAY!
593. PROFUSELY
594. PERSONALIZED
595. PROMPTNESS
596. PERSPECTIVE
597. PATENTED
598. PERSONAL FORTUNE
599. POISED
600. PERMANENT
601. PROVOCATIVE
602. PROMOTIONAL
603. PRICES BELOW COMPETITORS
604. PRIVATE INVITATION

605. PROMISING
606. PREPPIE
607. PRE-PAID
608. PLUS GET...
609. PROTECTION
610. PURCHASING POWER
611. PORTABLE
612. PRESERVE
613. PREVENT
614. AUTOMATED
615. QUALITY
616. QUICKLY
617. QUALIFIED
618. QUALITY-MINDED
619. QUICK TIPS
620. QUANTITY PRICING
621. QUIETER
622. RISK NOTHING!
623. REVOLUTIONARY
624. REVEAL
625. RELIABLE
626. REDUCED
627. REMARKABLE
628. READ ALL ABOUT IT
629. REWARDS
630. REAP THE BENEFITS
631. RATES AS LOW AS...
632. READY TO USE
633. RAPID CHANGE
634. RETURN IT AND OWE NOTHING
635. REALIZE YOUR DREAM
636. RANK AT THE TOP
637. RESPECTED NAME
638. REDUCED RATES
639. RARE
640. REFUNDABLE
641. RECEIVE FREE
642. REVISED
643. REVISITED
644. REVIEWING
645. RICH
646. REQUESTED
647. RIGHT NOW.
648. ROYALTIES
649. ROCKETED
650. REALITY
651. RETURNABLE
652. RISK FREE TRIAL
653. RECYCLABLE
654. RECEIVE COUPON WITH PAYMENT
655. RUSH DELIVERY
656. RELIEF
657. ROARING

658. REAL
659. SPECIAL
660. SECRET
661. SUCCESSFUL
662. SUPER
663. SURPRISE
664. SUPERIOR
665. SENSATIONAL
666. SECURITY
667. SELECTED
668. SIMPLIFIED
669. SCARCE
670. SIZABLE
671. STARTLING
672. STRANGE
673. STRONG
674. STURDY
675. SEND YOUR NAME
676. SKILLED
677. SPECIALIZED
678. STARDOM
679. SURGING
680. SAVVY
681. SLASHING PRICES
682. SAFE
683. SMART
684. SAVE MONEY
685. SAVE TIME
686. SEE BEFORE YOU BUY
687. SEND NO MONEY NOW
688. SEND FOR FREE DETAILS
689. SALE
690. STABLE
691. SAVE
692. START WITH NOTHING
693. SPEED DELIVERY
694. SUFFICIENT
695. SOLVE
696. SPOTLIGHT
697. SOAR
698. SURE-FIRE
699. SURE TO FIT YOUR BUDGET
700. SPEEDY
701. STAY COMPETITIVE
702. SUITABLE
703. SETTING HIGH STANDARDS
704. SPECIAL DISCOUNTS
705. SUPERB
706. SUBSTANTIAL SAVINGS
707. STATE OF THE ART
708. SMALL INVESTMENT
709. SECURED OPPORTUNITY
710. SAME AS CASH

711. SEE THE SAVINGS
712. STAND OUT FROM THE CROWD
713. SIZZLING
714. SIMPLE STEP
715. SIMPLE TO USE
716. SUPERIOR LIVING
717. SET YOUR OWN HOURS
718. SHAPE YOUR TOMORROW
719. START-UP
720. STEP-BY-STEP
721. SHARPLY
722. SAME DAY DELIVERY
723. SATISFACTION GUARANTEE
724. SAFE TO THE ENVIRONMENT
725. SPECIAL BONUS
726. SINCERELY
727. SURPRISE BONUS
728. SUPER SALE
729. SAVE HUNDREDS
730. SAVE THOUSANDS
731. SIGNIFICANT
732. SOFTER
733. SUCCEED
734. SWIFTEST
735. SUPPORT
736. SHOWCASED
737. SHORT TERM LEASE
738. SIMPLY POWERFUL
739. STIMULATING
740. STOP WASTING TIME
741. SPECIALIZING IN
742. SKY-ROCKETED
743. STANDARD
744. TERRIFIC
745. TESTED
746. TREMENDOUS
747. TRADITIONAL
748. TROUBLE FREE
749. TEST DRIVE
750. TECH
751. TESTS PROVE
752. TIME SAVING
753. TOP NAME
754. TIMELY
755. TAKE CARE OF
756. TIME TESTED
757. TOUGH
758. TAX DEDUCTIBLE
759. TOTAL
760. TIMES RUNNING OUT
761. TRIED AND TRUE
762. TAX BENEFITS
763. THOUSANDS

764. TOP LEVEL
765. TECHNOLOGY
766. TECHNICAL
767. TIME LIMITED INFO
768. TOLL FREE
769. TRUTH
770. TRUSTING
771. TOP
772. TESTED AND APPROVED
773. TAKE ACTION NOW!
774. TAKING OVER
775. TRAVEL DISCOUNTS
776. TO ASSIST YOU
777. THERE'S NOTHING LIKE IT!
778. UTILIZE
779. UNLIMITED
780. UNDERSTANDING
781. UNBELIEVABLE
782. UNTOLD BEHIND THE SCENES
783. UNBEATABLE
784. UNIQUE SYSTEM
785. UNITED
786. UNIQUE OFFER
787. USEFUL
788. UNUSUAL
789. UNCONDITIONAL
790. UNDER PRICED
791. UNLOCK
792. ULTIMATE
793. UP-SCALE
794. UNSURPASSED
795. UNPARALLELED
796. ULTRA
797. USE YOUR CREDIT CARD
798. UNLIMITED WARRANTY
799. UNTAPPED MARKET
800. UNIQUE PACKAGING
801. UPLIFTING
802. VALUABLE
803. VALUE
804. VIBRANT
805. VALUE FOR THE DOLLAR
806. VERSATILITY
807. VERY HOT
808. WIN
809. WEALTHY
810. WEALTH
811. WILLPOWER
812. WORD-OF-MOUTH
813. WORLDWIDE
814. WISDOM
815. WHOLESALE PRICE
816. WE PAY SHIPPING AND HANDLING

817. WE NEED YOUR HELP
818. WONDERFUL
819. WE REALLY CARE
820. WIDE VARIETY
821. WIDE RANGE OF..
822. WHILE SUPPLIES LAST
823. WORKS IN MINUTES
824. WITHOUT LIFTING A FINGER
825. WORLD'S GREATEST
826. YOU SELECT
827. YOUNG
828. YEAR ROUND
829. YOU QUALIFY
830. YOU OWE IT TO YOURSELF
831. YOU CAN TOO
832. RENT TO OWN
833. YOUR CHOICE OF...
834. YOUTHFUL
835. () YEARS EXPERIENCE
836. 100% MONEY BACK GUARANTEE
837. 100% SATISFACTION
838. ADMIRER
839. ACCURATELY
840. ACKNOWLEDGMENT
841. AUTOMATED
842. AUTOGRAPH
843. APPEALING
844. AWESOME
845. APPROPRIATE
846. ALL NEW
847. 2 SIMPLE STEPS
848. ALLURE
849. AVAILABLE
850. BLOWN AWAY
851. BEFORE THEY'RE GONE
852. BELOW WHOLESALE PRICES
853. BELOW RETAIL PRICES
854. BELOW DEALER PRICE
855. BRILLIANT
856. BIG DEMAND
857. BEST QUALITY
858. BRAND NEW
859. BIG BONUS
860. BUY DIRECT AND SAVE
861. BALANCED PRICE
862. BEST SELLING
863. CANCEL ANYTIME
864. CAUTION
865. COMMERCIAL
866. CLEARANCE
867. CONGRATULATIONS
868. COLLECTABLE
869. 24 HOUR SERVICE

870. CASH REBATE
871. COLLECTORS ITEM
872. CRAMMED
873. CONSUMER HELP
874. CLEAR
875. DEBT FREE
876. DISCOVER
877. ESTIMATED
878. ENJOY
879. EXHILARATED
880. ELEGANT
881. EXTENSIVE
882. ENHANCING
883. EMERGING
884. ENORMOUS POTENTIAL
885. EXPERTS AGREE
886. FULL SIZE
887. FINANCIAL
888. FRACTION OF THE COST
889. FULL SPECTRUM
890. FRESH START
891. FRACTION OF THE PRICE
892. FABULOUS
893. FULL COLOR
894. FULLY EXPLAINED
895. FREE-NO OBLIGATION
896. FINEST QUALITY
897. FAVORABLE
898. FULL OR PART TIME
899. FINANCING AVAILABLE
900. COST EFFECTIVE
901. GOLDEN
902. GOOD-TASTING
903. GLOBAL
904. ASTONISHMENT
905. ENCHANTED
906. GRATEFUL
907. GET SOMETHING EXTRA
908. GET RESULTS OVERNIGHT
909. ESSENTIAL
910. DOUBLE INCOME
911. DON'T BE LEFT BEHIND
912. GIFT WITH PURCHASE
913. GET THE FACTS
914. GOOD JUDGMENT
915. GUARANTEED TO WORK
916. HUNDREDS SOLD
917. HONOR
918. HIGHLY RECOMMENDED
919. HARD HITTING
920. HIGH-LIGHT
921. HIGH VOLUME
922. CHARITY

923. INCENTIVE FOR BUYING
924. SECRETS REVEALED
925. OFFER ENDS ()
926. PRICES CUT IN HALF
927. 3 EASY PAYMENTS
928. VITAL PURCHASE
929. UPGRADED
930. PAY NOTHING FOR () MONTHS
930. ORDER WHILE SUPPLIES LAST
931. WORLD PREMIER
932. SEND TODAY
933. RIVETING
934. NEW AND USED
935. TRY BEFORE YOU BUY
936. LEASING IS AVAILABLE
937. LEGENDARY
938. RED HOT
939. YOUR CHOICE
940. PRECISION
941. SHARP
942. UNIVERSAL
943. OWNERSHIP
944. NATURAL GROWTH
945. PARTICIPATION IS LIMITED
946. OFFER LIMITED TO FIRST()CALLERS
947. OVERNIGHT DELIVERY
948. RESULTS OVERNIGHT
949. OPEN 24 HOURS A DAY
950. OPEN 7 DAYS A WEEK
951. WE PAY POSTAGE AND HANDLING
952. TAKE ADVANTAGE OF
953. PRICELESS
954. THOUSANDS SOLD
955. MILLIONS SOLD
956. HUNDREDS SOLD
957. LOW FACTORY PRICES
958. NO-NONSENSE
959. NOTHING ELSE TO BUY
960. OFFICIAL
961. TWO FREE BONUSES
962. LEGITIMATE
963. INTANGIBLE
964. UNBELIEVABLE BARGAINS
965. VARIETY
966. PREVIEW
967. PERPETUAL
968. PRICE INCLUDES SHIPPING
969. SUPPORT
970. USEFUL
971. LASTING
972. NO HYPE
973. NATIONAL
974. SAME DAY SERVICE

- 975. TIP OF THE ICE BURG
- 976. VISION
- 977. THINNER
- 978. ALL PURPOSE
- 979. NOT IN STORES
- 980. BOTH ARE FREE
- 981. NO OUT OF POCKET CASH
- 982. IT MAKES SENSE BUY NOW
- 983. AUTO DELIVERY
- 984. ONE TIME SETUP FEE
- 985. POTENT
- 986. INCREDIBLY EASY TO USE
- 987. CALL TOLL FREE-ANYTIME
- 988. UPDATED
- 989. BREATHTAKING
- 990. NO DOUBT
- 991. ITS CONFIDENTIAL
- 992. WE WILL NOT SELL YOUR NAME (E-MAIL NAME)
- 993. WARNING
- 994. TRIPLE YOUR MONEY BACK GUARANTEE
- 995. MAJOR
- 996. NO EXPERIENCE NEEDED
- 997. NO PROBLEM
- 998. HIGH- ROLLING
- 999. TOP SECRET!
- 1000. RAVE REVIEWS