

How To Write A Classified Ad That Pulls Like Crazy

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Know Your Audience

Let's pretend you're selling a product on Internet marketing. The last thing you would want to do is place your classified ad in an ezine that caters to knitting enthusiasts. Sure, there might be some people on that list who might be interested in Internet marketing, but you are pretty much guaranteed to waste your money by advertising in a publication like that.

You've got make sure that you are advertising in a place where your target audience goes as well. Perhaps you could place your ad in publications that focus on things such as:

- marketing tips
- product development
- niche marketing
- copywriting secrets

Speak Directly To Your Audience

You want to make sure that you ad speaks directly to the person you're trying to reach. At first glance this seems obvious, but I tell you, most people do not do this. They place an ad that tries to bring people to their website to buy their search engine optimization services, and their ad says something like:

XYZ Marketing – Your number one solution for top rankings

Ummm no.

Something like this would reach people a heck of a lot better:

Want to get top rankings in the search engines so you can get more sales? We've discovered a way to get ranked within the top 10 positions on most of the major engines. Click here to see some examples of rankings we've achieved for clients.

Not Everyone Buys Right Away

It's been shown in some studies that it can take up to 7 exposures to your advertising before someone will consider doing business with you. That means that most people who come to your website will not buy what you're selling. Wouldn't it make sense to be able to capture the name and email address of the people who visit your site so you can remind them about your business weeks, months, and even years after they've visited your site? That's why I've decided to use the following formula when I place a classified ad:

Offer Something For Free

I never try to sell anything in the ad itself. I try to get them to come to my site and download a free report or mini-course on a subject that I know they're interested in. People will be much more likely to respond to a free offer than they will to a paid one. Once you've established your credibility with your prospects, they will be much more receptive to buying your products and services.

Capture The Lead

I always capture their first name and email address so I can contact them at a later date. It's not enough to just throw a form up on your site. You've got to SELL them on giving away their contact info, because they are bombarded with endless spam emails from people trying to get them to spend money on all sorts of things. Give them a compelling reason to join your email list.

Follow Up With The Prospect

I usually have a follow-up sequence already pre-loaded into an autoresponder. That sequence is generally spread out over the course of a month, and emails them 7-10 times. These emails are always informative, interesting, and always direct them back to the site to consider buying something.

How To Write The Ad Itself

The Headline

Your headline should scream out your strongest and most compelling benefit. You can't afford to be modest here. Your headline is the only chance you have to get them to do business with you, and if the headline doesn't capture their interest, the rest of the ad will go unread.

Don't try to be "cute" with your headline either. It should be clear, concise, and easy to understand. Here are a couple examples of both good and bad headlines:

Bad Headlines

The Ultimate Marketing Solution!

Now You Can Be At The Top!

Good Headlines

Here's An Opportunity For Smart Marketers Who Want To Make Money Right Away!

The SEO Secrets Of A 29 Year Old Computer Geek Who Outsmarted The Search Engines!

Body Of The Ad

It's important when you're writing an ad to speak to only one person. Don't write as if you're talking to a lot of readers, because your message will actually be read by one person at a time. There isn't a group of people waiting behind your prospect to read his email with him.

You also want to make your message sound conversational, non-imposing (meaning, it doesn't seem like you're trying to get money out of them), and easy to understand. Talk TO them, not at them.

You also want to make it brief. Like I said before, you only have a split second to capture their attention. Don't waste your reader's time with lots of extra verbiage.

Here's an example of bad writing in a classified ad:

Finally! A Way To Make Money In MLM!

Tired of running on the 9-5 treadmill? Boss making you guys nuts? We've come up with a way to make money in MLM that requires no person-to-person selling, no soliciting, and almost no rejection. Contact our representative today to set up an appointment so we can tell you all about it.

Good example:

Here's How You Can Easily Earn 500 Dollars Per Month Just By Folding Envelopes!

You won't believe your eyes when you see how easy this really is. Click the link below for a free report that will teach you exactly how to do it. And the best part... you can start earning money as early as tomorrow!

And the last part of a classified ad that we must talk about is the:

Call To Action

This is where most people wimp out, I'm sad to say. You see, it's not enough to just tell people that you have a website. You must also tell them what to do. If you want them to click a link to download a free report, you have to actually tell to do that. Here's an example:

Bad call to action:

Drop by our website sometime

Good call to action:

Click here and download our free report right now. It's only going to be up on the site for a couple days, so go ahead and see what all the fuss is about.

Listen, you can't wimp out here. You have to tell people exactly what to do, or they just won't do it.

In Conclusion

I hope this report has opened your eyes to what's possible with classified ads (when you do it right). Go ahead and write a few new ads for your website and test out these strategies. I think you'll be shocked at how much more money you can make. See you next issue.

Your friend,
Michael Rasmussen