

SUBJECT: This One Word Transforms Your Ads

Hello [name],

Eldo here again from Arrow Adverts.

I hope you're finding this ad-writing crash course helpful.

Apply just one of the many secrets I've shown you so far and you could double your sales from your ads.

Today we look at one of the most powerful words in advertising.

Can you guess what it is?

No, it's not "free".

It's "you" or "your".

When your reader sees the headline of your ad, that headline must appeal to her.

It must spark her SELF-INTEREST, the "What's in it for me?" that's in all of us.

But what do many local business ads have as their headline?

Their business name!

"XYZ Carpets" or "ABC Double Glazing" or "MYK Car Repair".

Far better to have something like "Your Carpets Fitted in 2 Hours - or Your Money Back".

See how the two "your" words make your headline far more powerful?

A huge mistake in many ads and web pages is the constant use of "we", "our" and "I".

This shifts the focus from the reader to the business owner.

Ever read a website home page that goes like this?

"WE'VE been in business for 20 years, and WE were awarded the XYZ award for OUR outstanding business.

"WE are very proud of OUR offices, which were built by ZYC Builders and are state of the art.

"WE have six employees running OUR business."

The reader's reaction?

So what and who cares?

I want to know what's in it for ME...

Here I've just given you one of the biggest advertising secrets for writing sales-busting ads and web pages.

Check over your website and ads and rewrite them with lots of "you" and "your" words, and cut out as many of your "we", "our" and "me" words as possible.

Make sure your readers know why they should do business with you - they're more interested in what's in it for THEM than what's in it for YOU.

(By the way, did you see I used "your" 23 times in this email?)

Watch your email inbox for the next advertising secret of the pros, arriving in a few days' time.

Till then, take care.

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PS:

> Do your ads work as well as you'd like?

> Want to ramp up your current sales?

> Then email or phone me today, and I'll transform your ads and web pages into sales machines.

Phone 01493 444556

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