

WRITING TEXT AD THAT WILL DOMINATE THE COMPETITION

Text Ads are the cornerstone in any marketing adventure. What you say and how you say it plays a vital role in the psychi of any potential client. A well written, catchy, almost humorous text ad is the difference in today's culture. People want to be entertained, amused, feel good, feel stability, and have confident in what you are providing. If you take a good hard look at any commercial large scale text ad or theme you will notice that all of there video, audio, text, and feel are consistent in their message. It is called a campaign. Some campaigns have made a permanent stamp in your brain forever, ***"It Is So Simple a Cave Man Can Do It."*** ***From Geico.*** You also have campaigns that have failed miserably. Well you probably don't remember any that failed because they failed. Companies hire major marketing firms to create these powerful dynamic nationwide campaigns and spend millions of dollars per year to get the message out. They spend approximately 10% to 15% of their overall budget to market themselves. Now with the major companies millions of dollars doesn't seem like that much money. With you and I operating our own home based business millions of dollars sounds outrageous, but the numbers don't change! We just have to put things into perspective and we have to write our own ads, because we typically do not have the budget to go out and hire major firms to write our ads for us. We have to write our ads and create our own campaigns.

How Do We Create our Campaign?

THE HEADLINE:

Creating our own campaign is actually easier than you might think. Since we are independent entrepreneurs, we have to be able to relate our situation quickly with a few words to the potential client. Notice I said relate. Home based business is all about building rapport quickly and developing relationships. The potential client loves to know a bit about who you are so they can relate their situation. In so many words you have to either relate to who they are or let them relate to who you are. As you market, you will have to determine which way is best for you. Do I relate to them based on the demographics I am after or do I let them relate to me based on who I am? This is a question that you can only figure out by trial and error over time. For now we can develop both.

HEADLINE EXAMPLE:

ABOUT YOU HEADLINE:

MOM OF 4 FINDS DREAM BUSINESS
29YR OLD RETIRES IN 2 YRS
54YR OLD FINALLY QUILTS RAT RACE
GRANDMA'S DREAM BUSINESS

ABOUT THEM HEADLINE:

BABY BOOMER'S DREAM LIFE
STOP WAREHOUSING YOUR CHILDREN
SO EASY A STAY AT HOME MOM CAN DO IT
ATTN: STAY AT HOME MOM
ATTN: ARE YOU IN THE RAT RACE?
CASHFLOW FOR RETIREMENT
CEO INCOME FROM HOME
EXECUTIVE COMP IN YOUR PAJAMAS
MULTIPLE STREAMS OF INCOME
MY GRANPA CAN DO IT SO CAN YOU

THE TEXT BODY:

Home based businesses is also all about creating a new lifestyle for your self and helping others visualize in so many words a lifestyle that they can create as well. Once you have developed some rapport by identifying who you are or who you are going after, you have to help bring home the vision. Being able to relate a lifestyle to an individual is a key factor in someone responding your text ad. You have to create the lifestyle in a few words that creates a vision for their future, a great feeling, provokes a forward thinking thought, a peek into the life of a successful entrepreneur. This can be created very easy with a few words. This second line has to bring home the vision of what you created in the headline.

ABOUT ME SECOND SENTENCE:

I AM THE PRIMARY INFLUENCE TO MY KIDS AGAIN.
NOW I GET TO HELP OTHERS RETIRE
MY DESTINY IS MINE NOT MY BOSS'
I WANT MORE THAN JUST SOCIALSECURITY

ABOUT THEM SECOND SENTENCE

I PLAY GOLF MID WEEK NOW
I SAVED \$3K PER MO IN DAY CARE
MY BUSINESS TAKES LESS THAN 3HRS A DAY
CEO INCOME & BEING A MOM IS EASY NOW
FINALLY NO MORE CORP. POLITICS
DOUBLING MY CASHFLOW WAS SO EASY
I REPLACED MY EXEC. INCOME IN 3 MO
INCOME DIVERSITY IS A MUST NOW DAYS
HIS ATTITUDE IS SO AMAZING AGAIN.

LAST LINE

THE LAST LINE OF THE THREE LINE AD:

The last line should be a final descriptive call to action. Leading people to the next step is always the key to success in any business. What do I do now? Where do I go? How do I find out more? What is this really about? What are the products?

These are some of the questions your potential clients are asking. You have to let them know how to get the information, where to go, and a 1 or 2 word description of what the business is and/or what it is not. The last line does not really have to be about you or about them, it has to be about the business. You have developed some rapport so now start the development of understanding the business.

THE LAST LINE

CLICK HERE FOR INFO. NOT MLM.
YOU'RE A CLICK FROM YOUR DREAMS
START TODAY. CALL ME NOW 800-888-5555
START IN NEXT 2 HRS. CLICK HERE
THE BEST TIME IS THE PRESENT.
ONLY A 5 SPOTS OPEN FOR MARCH.
TAKING ONLY 10 FOR NEXT MONTH
TO SPEAK TO ME CALL 8008885555
DON'T WAIT CALL NOW 8005551212
7 OF 10 SPOTS ARE OPEN FOR MARCH.
QUALIFY & I WILL PERSONALLY MENTOR YOU.

MAYBE A FINAL LINE IS YOUR PHONE NUMBER OR WEBSITE URL.

FINAL TIPS:

GOOGLE, YAHOO, AND MSN

If you are marketing on google, yahoo, or msn, make sure that your ad has the keyword or part of the keyword listed in your ad somewhere- preferably the headline. The reason you want this is because they will **BOLD FACE** your keyword within your ad. This allows eyeballs to focus more on your ad than other ads. This also adds keyword relevancy to your ad's quality score on google and yahoo so that your PPC ad can be placed higher on the page. The way they look at it is this: if this ad is going to get clicked on more then we will make more money, therefore even though they may be bidding lower on a particular click we will rank it higher so we make more money because that ad will have a higher click through rate. So the more relevant the ad is to the keyword the more clicks you will get and the more money you will make.

Here are some examples:

KEYWORDS

OPPORTUNITY
INCOME
HOME BUSINESS

ADS WITH THESE KEYWORDS

BABY BOOMER OPPORTUNITY
PLAY MORE GOLF MAKE MORE MONEY
CLICK HERE FOR FREE INFO.

www.BabyBoomerIncome.com

MOM OF 4 TRIPLES HER INCOME
I CAN RAISE MY KIDS & MY **INCOME**
5 SLOTS OPEN FOR APRIL. CLICK HERE.

www.MomMillionaire.com

29YR OLD MILLIONAIRE
IN 2YRS THIS **HOME BUSINESS** MADE ME
WEALTHY. NOT MLM. CLICK HERE.

www.BeauReed.com

NEWSPAPERS

THE LESS LINES YOU USE THE LESS EXPENSIVE, BUT THE MORE LINES YOU
USE THE MORE YOU CAN ATTRACT. SPEAK ABOUT THE AREA YOU ARE
ADVERTISING IN IS A VERY GOOD TIP.

*MILLIONAIRE MOM LOOKING TO MENTOR 10 MOM ENTREPRENEURS TO
EXTREME WEALTH IN 6 MONTHS IN THE AUSTIN, TX AREA CALL RITA FOR
INTERVIEW. SERIOUS INQUIRES ONLY. 800-555-1212*

*IN THE RAT RACE? SERIOUSLY!
I AM LOOKING TO DELIVER 10
SELF STARTERS FROM THE RAT RACE
COMMA IN BOSTON, MA. CALL MILLIONAIRE
BILL SMITH TODAY 800-222-1515*