

# **Copywriting Gems: 100 Amazing Advertising Tips!**

by Larry Dotson

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1 Turn your ad into an article. It could be a story, or how-to article. This will lead readers into your ad without them knowing it's an ad. They'll already be interested when they get to your sales pitch. For example, you could start your ad, "Once upon a time..."

or “Free Report! How to....”.

2 You could upsell to your customers. When they're at your order page, tell them about a few extra related products you have for sale. They could just add it to their original order. For example, you could say, "Our new e-book would make a nice edition to the report. Just click here to add it to your order. It's only \$15 more."

3 Tell your customers if they refer four customers to your web site, they will receive a full rebate of their purchase price. This will turn one sale into three sales. You could also offer them other things in return for referrals like free e-books, free software, coupons, discounts, etc.

4 When you sell a product, give your customers the option of joining an affiliate program so they can make commissions selling your product. This will multiply the sale you just made. For example, just imagine how many sales you could have with 1000 affiliates selling for you. It could eliminate ever buying any paid advertising again!

5 Use the phrase "invest in our product" instead of the words “buy” or “purchase”. This makes prospects feel they're investing in their future if they buy. You could also tell people how much others have got back from your product by publishing testimonials of people who have made money or reaped the

benefits.

6 Use logos and slogans for your business. They make it easier for people to remember and identify your business. For example, how many times have you had a problem and the first thing that popped into your mind is some business' logo or slogan. It's almost like an automatic reaction.

7 When you ship out or deliver your product, include a coupon for other related products you sell in the package. This will attract them to buy more products from you. For example, haven't you ever bought a product and saw an ad or flyer inside the package that made you want to buy another product?

8 Send your customers a catalog of add-on products for the original product they purchased. This could be upgrades, special services, attachments, etc. If they like your product, they will buy the extra add-ons. For example, if you were selling computers, you could offer software, extended warranties, printer paper, etc.

9 Use the word "fast" in your ad. People want fast results, fast delivery, fast ordering, etc. Nowadays, we usually value our time more than our money. For example, you could say, "Our product works fast!" Another example, "Our product comes with fast shipping options."

10 Send your customers free products with their product package. The freebies should have your ad printed on them. They could be bumper stickers, ball caps, T-shirts, etc. This will allow other people to see your ad and order. The freebies could also be trials and samples of other products and services you sell.

11 Use the word "guaranteed" in your ad. People want to be assured they are not risking their hard-earned money buying your product. For example, you could say, "Our product comes with a 90-day money-back guarantee!" Another example would be, "Don't forget our product comes with a lifetime guarantee!"

12 Use the word "limited" in your ad. People want to own or receive things that are exclusive or rare because they are considered to be more valuable. For example, you could say, "This special edition will be limited to the first 500 who order!" Another example would be, "Order before (date) to get this limited version of our e-book!"

13 Use the word "easy/simple" in your ad. People want easy ordering, easy instructions, easy to use, easy payments, etc. For example, you could say, "It's the easiest way to lose weight!" Another example would be, "It's easy to order - just click here and fill out your information!"

14 Use the word "testimonial" in your ad. People

want to see believable proof before they buy your product. It should be reputable and specific proof. For example, you could say, "Check the hundreds of testimonials we have received!" Another example would be, "All these testimonials below were given voluntarily without payment!"

15 Use the words "discount/sale" in your ad. People want to find bargains. They could be rebates, one time sales, percentage offers, get-one-free offers, etc. For example, you could say, "Get a 50% rebate if you order before (date)!" Another example would be, "Order before our buy-one-get-one-free sale ends!"

16 Use the word "free" in your ad. People want free incentives before they do business with you. They could be free books, accessories, services, etc. For example, you could say. " Free shipping with every order over \$50!" Another example would be, "Order within the next 5 minutes to get 3 extra bonuses free!"

17 Include emotional words in your advertisements. Use ones like love, security, relief, freedom, happy, satisfaction, fun, etc. For example, you could say in your ad, "Imagine meeting the love of your life and feeling the pleasure of happiness. You'll have the security of knowing you won't be alone any more."

18 Use the word "important" in your ad. People do not want to miss important information that could

affect their lives. People will stop and take notice. For example, your headline could read, "Important Warning!..." Another example could be, "Important! Stop And Take Notice!..."

19 Use the word "new" in your ad. People want new products or services that will improve their lives like new information, tastes, technology, results, etc. For example, you could say, "Learn a new revolutionary way to lose weight!" Another example would be, "New! Just Released!..."

20 Show your prospects how much enthusiasm you have for your product and business. If you're convincing enough, they will be enthusiastic too. For example, you could say, "I'm so EXCITED about our new product!" Another example would be, "I can't wait for you to experience these benefits!"

21 Make copies of your web site in many different languages. This'll allow foreign speaking people to read your web site and advertisements. For example, if one of your visitors couldn't read English, would they buy from you? It would be very unlikely. You could just have all the languages of your web site listed on your home page so they could click on the one they could read.

22 Use a lot of headlines on your web site and e-zine. Some types of headlines are free offers, questions, problem solvers, sales, and statistics. For example,

"Free E-book", "Want To Get Out Of Debt?", "Free Article", etc. You could also turn the headlines into graphics to make them look more professional.

23 You could end your ad copy with a discounted price. Just list your regular price and then offer a discounted price off the order 'right now'. You could also offer a rebate that takes effect instantly. For example, you could say, "Instead of paying \$99, you could order now and get an instant rebate of \$20 - you only pay \$79!"

24 You could end your ad copy with a free sample or trial of your product. If your ad didn't attract them to buy, maybe a free sample or trial would. If you were selling an e-book, you could give them a free sample at the end of your ad copy. For example, you could say, "If you're still not sure about ordering, download a FREE sample chapter!"

25 Sell a few back-end products that are not related to your main product but are needed by all humans. Every customer that buys from you is human. Think about it - everyone eats, right? For example, you could say, "Free Bonus 1# A Free \$30 Dollar Coupon To The Restaurant Of Your Choice!"

26 Use the words "you/your" in your ad. People want to know that you are talking to them. This'll make them feel important and attract them to read the whole ad. For example, you could say, "You could be the winner

in our next contest!" Another example would be, "You are experiencing the benefits already, aren't you?"

27 Offer daily or weekly visitor bonuses. This will increase your repeat traffic and sales because your visitors will visit regularly to get the visitor bonuses. For example, you could say, "Every week I will be giving away a new e-book to my web site visitors. Sign up to be reminded when it's ready each week."

28 Make your visitors curious about your product by telling them they need to sign up to get into a password protected site to read the rest of the ad. This will give your product extra perceived value because it is so well guarded. Just like a diamond in a bank vault.

29 Remember the little things about your web pages really count. Include the title of your site at the top right corner, a description about your site, etc. For example, if I visited your web site and didn't know or understand what it was all about, I would probably leave right away.

30 Turn your banner ad into a trivia question. Post the question on the banner and tell readers they can win a prize if they answer the question at your site. People love trivia because it makes them feel smart when they get the right answer. The prize is just an extra incentive for them to click on your banner.



31 Motivate people to buy your product. Tell them positive things. For example, you could say, "You can now reach your goals and change your life if you buy our product." If you come across positive in your ad copy, they will become positive about reaching their goals using your product.

32 Increase your ratio of visitors who purchase your product(s). You could change your headline, offer a stronger guarantee, add testimonials, etc. For example, one week you could have your headline say, "How To Lose 5 Pounds In Two Days!" and the next week use, "Lose 5 Pounds In Only 48 Hours!" Just see which one pulls more orders per visitors.

33 Get your sales letters and web site evaluated for free. Visit business discussion boards and ask other participants to evaluate them. Don't get discouraged if someone gives you a lot of negative feedback about your web site. Most people are only trying to help you. Take the criticism constructively.

34 Personalize all your e-mail messages so they get read. Include the recipient's name in the subject line. This will grab people's attention quickly. For example, wouldn't "(your name), Learn How To..." get your attention more than just "Learn How To..."? I figured you would say that.

35 Test different web site color themes to see which

combination will sell your product better. You can also test the size and style of your web site text. For example, red usually signals: stop, anger, excitement, love, sex, fun, etc. Another example, blue usually signals: relaxation, authority, coolness, etc.

36 Promise your readers an end result or outcome in your ad. You must give them a solid guarantee that your product will solve their problem. For example, you could say, "I personally guarantee you will get over your shyness in 10 days or less or your money back."

37 Attract people to link to your web site. You could offer them a discount on the products you sell or give them free items for linking. For example, you could say, "Get A Huge 30% Discount On Our E-book If You Agree To Link To Our Web Site For At Least One Month!"

38 Develop your own opt-in email list by giving your visitors a reason to give you their e-mail address. Allow them to sign up to free items and contests. Just get their permission to e-mail them again in the future for other things. For example, you could say, "Sign Up For Your Chance To Win A Color TV!"

39 Create a "PR" web page for your business. List information that could be considered newsworthy for e-zines, newspapers, magazines, etc. There are

many ways to get into the media, like launching a unusual product, donating a large amount to charity, holding big events, etc.

40 Give your business and products credibility by linking to web sites that have written positive stories about your business. You could link to them right in your product ad. For example, you could say, "Just See What (name) Magazine Is Saying About Our Newest E-book!"

41 Allow your visitors to decided how much they want to pay for your product. I only recommend it for products that don't sell or ones that hardly sell. Tell them you'll accept offers via e-mail or your web form. You could even accept fair barter deals for other products and services.

42 Never assume people believe the information in your ad copy. You need to back-up all your claims with indisputable evidence. For example, you could include testimonials, expert endorsements, third party tests or studies, strong guarantees, a list of customers, pictures of customers, etc.

43 Give your customers free shipping. If you can't afford that, you can give free shipping to customers who buy over a certain dollar amount to raise profits. You could also charge other businesses for inserting ads in your product package. This will make up for your free shipping losses.

44 Test your web site regularly for ordering glitches, bad links, broken graphics, etc. Those types of errors will make your business look unprofessional. If your visitors can't order, navigate to where they want to go or see pictures of your product, they likely won't revisit or order.

45 Build a professional looking web site even if you have a small budget. You could use free graphics, designs, list servers and other tools offered online. Just go to your search engine or web directory of choice and type in "free (what you want)" and you will usually find it.

46 Use a lot of sub-headlines on your web site. This will hold people's attention and keep them at your web site longer. Sometimes people don't have time to read a whole sales letter. This will allow you to sell to people who are skimmers. Plus it will get the reader's full attention at the same time.

47 Allow your prospects to choose between a retail or wholesale price. Of course you need to make a profit on the wholesale price. Just charge people a monthly or yearly membership fee to always get your products at wholesale cost. Your business would be like the offline wholesale shopping clubs.

48 You could reward your potential customers if they

spend over a specific dollar amount. Tell them if they spend over \$100, they get a 10% discount. You could also extend the offer over a certain period of time and attract them to revisit your web site. For example, you could say, "Buy Over \$50 Worth Of Merchandise Within The Next Month And Get A 20% Discount!"

49 Make your visitors feel comfortable at your web site. Give them your main business address. Your visitors may not trust you if you're using a P.O. Box. If you want to make them feel really comfortable, give them your business, home and cell phone number. Then they will know they can get hold of you if they need help.

50 Give your visitors a free membership to your online club. People want to belong to something, why not your online club? You could also give away a free e-zine for club members only. You could make money by offering a deluxe membership for a monthly fee.

51 Tell your audience what kind of support they'll get after they buy. It could be free consulting, tech support, free servicing, etc. This may also answer some of their buying questions ahead of time. People don't want to buy products without knowing you will be there to help if they have problems.

52 Make your classified ads stand out in a crowd.

Use all capital letters in the headline, divide letters with extra spaces, add in text symbols, etc. For example, you could write, "WIN a VACATION to Las Vegas!" Another example would be, "Win A (\$) Trip To Las Vegas!"

53 Spice up your web site's wording by using plenty of adjectives. It gives your visitors a clearer vision of what you're explaining or describing to them. For example, if you were describing a software program you could say, "This easy-to-use software gently guides you through the whole set up process."

54 Don't make your banner ads look like ads. Most people ignore banner ads. Design them to look like content and have people click to read the rest. For example, you could say, "How To Increase Your Sales By 200% by Larry Dotson. To Read Click Here!"

55 Ask people at the end of your copy why they decided not to buy. This will give you new ideas on how to produce ad copy that's more profitable. Have a web form or e-mail link in place so they can answer you. You may find out they don't like your guarantee or graphics. It could be anything.

56 Market your web site as a free club instead of a web site. This'll increase your repeat visitors and sales because people enjoy belonging to groups. You could have a members' message board, give

visitors' membership IDs, give them membership graphics to place on their web sites, etc.

57 Tell your potential customers that your ordering system is highly secure. Also reassure them that you take every effort to protect them. People want to feel they are safe online. They want to know that you care about their well-being. Tell them all about what you currently do for them to make them feel more secure.

58 Check your web site links regularly. If people click on a link and it doesn't work, they usually won't risk wasting their time clicking on another one. For example, would you revisit a web site after two of the links you really wanted to click on didn't work? You probably wouldn't even bookmark the site.

59 Give visitors a positive experience when they're at your web site. Provide them with original content and free things. They'll tell all of their friends about it. You could also persuade them to tell their friends about it by starting an affiliate program. It could pay per sale, per click or per lead.

60 Use pictures or graphics on your web site that support the product you're selling. They could give your visitors a clearer vision of your product, the benefits of the product, people's emotion when they own the product, etc. You could also use 'before' and 'after' pictures.

61 Use a handwritten letter on your ad copy instead of text. Write the ad on a piece of paper, scan it and publish the ad on your web page. Adding a personal touch will always increase your sales. If you don't want to write the whole letter by hand, you could just put your signature at the end.

62 Publish a list of famous and respected customers who have bought from you on your ad copy. People will think that if these people bought from you, they should also trust your business and purchase your products. Make sure to get their permission first. For example, you could say, "Here is a list of some of our most valued customers:..."

63 Show 'before' and 'after' photos for your products on your web page copy. Show the problem picture and then beside it, show the picture of how the problem was resolved when they used your product. This will give your prospects a clearer mental image of the possible benefits of using your product.

64 Include an article or review which has been written about you or your business with your ad copy. This will show people that your business is respected and will increase your credibility. You could include the full review or an excerpt of it.

65 When you offer free bonuses in your ad copy, also



list the dollar value beside each bonus. People will feel they're getting a good deal and it will increase the value of your product. For example, you could say "Bonus 1# Free Internet Advertising E-book Valued at \$47!"

66 Hire a famous person to endorse your product or service. Make sure the person is well-known to your target audience. Include their picture and statements in your ad copy. Using a picture endorsement is more powerful because it shows the endorser likes your product enough to show his or her face.

67 Include your own picture in your ad copy. This will show people that you're not hiding behind your ad copy and will increase their trust. Also, include your contact information below the picture and a brief statement or quote. If you feel adventurous, you could include an online audio sound bite or video clip of yourself.

68 Provide a privacy statement and all your contact information on every page of your web site. This'll persuade your visitors and prospects to trust you. For example, if your contact information was only on your home page and they had a question about ordering one of your products on another page, they might just get frustrated and leave your web site.

69 Ask your potential customers plenty of 'yes' and 'no' questions in your ad copy. The questions should

remind them of their problem and make them think about what will happen if they don't purchase your product. For example, you could say, "Do you want to get out of debt?" "Do you want to have financial security?"

70 Tell your potential customers they will receive a free prize if they find the five words in your ad copy that are misspelled or spelled backwards. The longer you can keep someone reading your copy, the greater chance of them purchasing. You could also have them find hidden links, hidden graphics, etc.

71 Give your prospects extra incentives so they will order quicker. It could be free shipping, a faster shipping option, free gift-wrapping, etc. For example, you could say, "Free gift-wrapping to the first 1000 people who order." Another example, "Free shipping to anyone who orders before (date)."

72 Make your small business look big on the world wide web. Design your web site using professional graphics, ordering systems, organized layouts, etc. For example, on the web no one really knows if you're a one-man business or huge corporation, unless you tell them. Just design your web site to look professional.

73 Attract a lot more customers by giving them clear ordering instructions. Give them all the information they need so they can complete their order easily.

For example, you could say, "Please fill out all of the order form below. We accept all major credit cards and online checks. Please click the "Order" button only once. You don't want to get double charged."

74 Give your customers buying incentives so they'll make repeat purchases. Offer them discounts, free gifts, bonus points, etc. For example, if you give your customers points every time they buy something, they will start collecting them and buy more things. They will want to save up enough points to get a free product.

75 Tell people about your site whenever you get a chance. Those people will tell other people and so on. It's a cheap way to multiply your advertising. For example, if you're at a grocery store, mention it to people you talk to; the check clerk, the bag boy, etc. Every little bit helps.

76 Write and send press releases for your web site. Use strong headlines, make it newsworthy, and tell the journalist why their readers would like it. You could increase your chances of getting your release read or published by communicating with editors regularly and creating a professional friendship with them.

77 Make your long ad copy interesting enough so people click through to the next web page. If it's not, they won't take the time to click and read more.

For example, you could say, "Click here to read more and to get a top secret tip!" Another example, "Click here to read about the 10 free bonuses!"

78 Design graphics, templates, buttons and banner ads for other sites. Allow people to use them in exchange for your web link on their home page. For example, you could require the users to say on their web site, "These graphics were made possible by (your business name and web site address)."

79 You could hold a special \$1 sale for your potential customers. They'll come to your web site to buy your product for only a dollar, but may buy other products. For example, you could sell an e-book for one dollar and have ads near it for other e-books you sell for, say, \$27.

80 Start an e-zine for your web site. When people read each issue they'll be reminded to revisit your web site. They'll see your product ad more than just once, which will increase your orders. You'll need to have at least 50% original content in it so people don't unsubscribe because they read your information in other e-zines.

81 Form an online community. It could be an online message board, e-mail discussion list or chat room. When people get involved in your community, they will regularly return to communicate with others. You could also invite your online community to free "how to" classes hosted in your chat room or by

teleconference.

82 Write articles and submit them to e-zines, web sites and magazines that accept article submissions. Include your business information and web address at the end of the article. You could also give the editors extra incentives to publish your article, like freebies, affiliate commissions, offers to publish their article, etc.

83 Give away an electronic freebie with your ad on it. Allow your visitors to give the freebie away as well. This'll increase your ad exposure and attract people to your web site at the same time. You could also use it as a bonus for another product you sell or as a free surprise gift for your most loyal customers.

84 Combine your products or services into one big package deal with offerings from other businesses. You could share a web site and advertise the package deal which would mean double the traffic. It could be one or more business. If the business is your competition, you would want to use a neutral product.

85 Submit your freebie to the online directories that list your particular item or service for free. If you're offering a free e-zine, submit it to all the free e-zine directories on the Internet. There are free e-book directories, web site directories, general freebie directories, free article directories, etc.

86 Participate on message boards. Post answers to other people's questions, ask questions and post appropriate information. Include your signature file at the end of all your postings. Some message boards let you include a text link at the end of your message. Plus you can learn great tips reading all the postings.

87 Exchange classified or sponsor ads with other free e-zine publishers. If there is a huge subscriber difference between e-zines, one can run more ads to make up for it. You could also offer free items or affiliate commissions. Another idea would be to offer them an ad on your web site too.

88 Post your ad on free advertising areas on the Internet. You can post it on free classified ad sites, free for all links sites, newsgroups that allow ads, free yellow page directories, etc. Of course all of those areas have different rules for submissions so you may have to structure your offer differently each time.

89 Maximize the effectiveness of your banner ads. Don't just use the same ad on every banner, use a variety to attract the greatest number of clicks. If you are hosting banner ads on your web site for affiliate programs you have joined, you could use a banner rotator to give each one equal exposure.

90 Make your web site load much faster by cutting

down on banner ads and using more buttons. Button ads are also smaller and take up less space. Also there is nothing wrong with text links. They usually pull in more response than banner ads because people nowadays often ignore banners.

91 Offer free advertising space to well-known and respected companies on your web site. Sometimes people link their business credibility to yours. If you sell advertising this might help too. People will see high profile ads on your web site and want to advertise there too.

92 People have been taught all their lives to respect people in authority. Tell your visitors that you are the president or CEO of your business. For example, you could sign your ad or web site, "(your name) Vice-President of (the business)." Another example, "(your name) Author Of The Book (title)."

93 Offer people a free telephone consultation before they order your product. When they get to know you personally, it could convert to more sales. You could also use a chat room or message system on your web site to communicate with them.

94 Test the "bill me later option" on your web site. Most people are honest and will pay you. It is a powerful little technique and could increase your sales. You would just have to e-mail them a bill or charge their credit card a few weeks later. You could offer

Cash On Delivery (COD) too.

95 Find a charity your target audience would likely support. Tell people in your ad copy that you will give a percentage of the profits to that charity. You could give them a few choices of which charity their percentage of the profits should go. Just let them check the one they want when they order.

96 Hold a "Buy the Most Wins" contest on your web site. Tell people each monthly winner will get their entire purchase refunded. This will get some of your customers to compete to get all their purchases for free.

97 Attract visitors to your web site by offering them a free course. You could package the course on a follow-up autoresponder and send lessons daily. You could offer other autoresponder courses in your first autoresponder course to allow them to see your message even more times. Just include your ad in each lesson.

98 Interview people related to your industry and get their legal permission to convert it to an article. Promote your web site by submitting it to e-zines. You could make it a column and interview someone new every week. If an e-zine elects to run your column regularly that would be free ongoing exposure.



99 Make your readers visualize they have already bought your product in your ad. Tell them what results they have got from it and how it makes them feel. They'll already become emotionally attached before they buy. For example, you could say, "Imagine using our product to increase your sales by 600%!"

100 When you make your first sale, follow-up with the customer. You could follow-up with a "thank you" e-mail and include an advertisement for other products you sell. You could follow-up every few months. For example, you could attach or link to an e-book catalog on all the product you sell or resell.