

## A Guide to Writing Good Newspaper Classified Advertising

POWER Marketers are well aware of the surprising effectiveness of classified ads. They're far less expensive than display ads, and achieve an excellent response. In fact, they are extremely successful for all types of product and service businesses. Classified advertising is a truly great business-building tool you can use to generate dozens and dozens of leads for your business.

Remember you will be up against your competitors, so your headline must grab the reader immediately. Use a benefit written headline - This alone is the key to creating effective classified advertising. Some examples are:

HOW TO . . .

ARE YOU . . .

WARNING! DON'T . . .

DISCOVER . . .

FREE REPORT REVEALS . . .

INTRODUCING . . .

Also, one of the best ways to create a winning ad is by using the two-step method. The two-step method means the prospect must respond to your classified ad to get more info.

Think about the following:

What do you think could be so enticing that people would be moved to contact you? What could have so much power, that your prospects eagerly anticipate receiving it? What costs you almost nothing to produce? What could literally transform your business - irrespective of the business you're in . . . A Free Special Report.

The special report can be on any subject to do with your service. For example, it could be a report on "31 Common Mistakes..." or "7 Secrets..." or a "How To..." report. It is really that simple. The great news is, as long as your report is focused on your service, your \*BEST\* prospects will request it. The letter or brochure you distribute does all the selling for the product.



The four basic secrets for writing lead generating classified ads:

### 1. Start with a short POWERFUL headline.

Like any form of advertising you should always (and I mean always) start your classified ad with a strong headline. Never, ever start with your company name. Classified ads lend themselves to shorter headlines due to the restrictions in space, but test longer headlines.

### 2. Give people a reason to call now.

Offer something FREE. It could be a free consultation, free no obligation meeting, free estimate or free Special Report.

### 3. Include your contact information.

Telephone numbers work best. But whatever method(s) of contact you use tell the reader what to do. For example: "Call now." "Write to me at..." "Ring now for our free guide..." etc. This is known as your 'call to action.'

### 4. Use short sentences that make sense.

Get to the point quickly. Keep your sentences short, and don't use unusual words, abbreviations, acronyms, and punctuation marks.

You'll be surprised at the response you get when you apply these four simple basics to your classified ads.