



**Traffic-Generating Resources and
Ezine Marketing for
*Maximum Website Traffic!***

Ads that Demand Action and Land Results!
How to Improve Your Marketing Strategy for Traffic-Generating Success!

By Vector Central Marketing
www.VectorCentral.com
and the
Interactive Marketing Ezine

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**Inspire your audience with your words to lead them to:
Act, Join, and Purchase!**

Words with Power are Words with Action!

Start with the Niche

First, decide what niche audience you want to be reading your ad. This is the best place to begin your process of writing/designing an ad. If you have not worked in depth regarding niches, a niche is a select group of people that have the same unique interest. If you are targeting home business prospects, then your audience is the home business niche.

What is the purpose of your ad?

Are you trying to make an income, gain subscribers, increase your traffic, sell a product, give away a product... What is the PURPOSE of your ad? If you are trying to make an income with your online business then, for example, your ad needs to entice the reader to "Act -Click -Purchase." If you are seeking new subscribers, then your message must demand Action for that purpose.

Engage The Reader With Your Title and Content

The first step toward attracting the reader to *Act-Click-Purchase* is your title.

You only have a few seconds to obtain a reader's attention. Without a successful title, you will not even have the opportunity to benefit from the results of turning a reader into a buyer.

If your ad will be used as a solo ad or email ad, then the email Subject Line Heading/Title is what initially attracts the buyer and causes him/her to "Open" your ad. If your subject line title does not push the reader to 'Open' your email, then it does not matter how you write your ad because no clickthroughs will occur.

When writing your ad copy, a major ingredient is to appeal to the needs and emotions of your readers and potential buyers. Use words that target what the reader wants. Explain to your reader how your program/product will benefit him/her and build an income and successful online business.

It Is All About the Reader

The highest subject of importance in your message is the Reader- your prospective buyer! Focus on the reader, not on yourself. Write "to" and "about" the reader, not about yourself. What will benefit your audience? Lead them to your product/service. If you don't grab the reader's attention, then there is no hope toward your ad producing rewarding results. Use the word "you" instead of "I." The message is "for" the reader, so focus on your audience instead of yourself. This shows that your interest is in his/her success.

It's About Who? "The Reader" and what he/she needs in order to prompt response to your program, service, and/or product-- resulting in Sales!

When Not to Be Repetitive

Another thing to remember is to guard against giving the exact same content in your ad that will be read when the visitor clicks from your ad to your website page. If they have to reread the same material, it will lose sales. This is one time when repetition is not beneficial. When a reader clicks through to your website page just to read the exact same text content, the reader will think, "Why tell me what I just read" and it also appears that all you did for your ad was copy it from the website page, giving your ad no effort. Give new details in your ad that are different from the website page. If you do need to repeat some information, then rewrite it with new benefits intertwined.

Too Short? Too Long?

Some ads need 'quick and short' while others will need more information to explain your program.

Are shorter ads better? Ads that are to-the-point and give the benefits of your program (what it can do for the reader) are more Action-Demanding than long tediously exhausting ads. Your ad copy needs to concisely give the pertinent information about your program that will drive the reader to go to your website and purchase.

Very long ads require too much reading for prospective buyers and it is a quick way to lose a customer. Most people's lives are extremely busy, very involved, and in such a rush that readers want only the basics of what applies to them-- not lengthy wordage that will bog them down with more than they can manage, thus leading to no clickthrough.

Avoid cramming everything into your ad. Only discuss what will encourage the reader to Act. Eliminate the non-essentials and parade the Action Basics.

Don't stop at your first attempt. Write several versions of your ad and then examine them. Classify them and save them to a file so that you can continually use them. Through time you will refine and edit as needed.

Proof Read - and Again

Proof read "multiple" times. After you have what you feel is a good ad and what is needed, then it is time to eliminate anything that is not necessary. Proof read your ad one more time asking yourself the question, "What is Not needed?" This will clean your ad copy to just the important essentials so that your reader is not overwhelmed with too much information.

Bullet-Pointed Lists

Lists can especially benefit the understanding of your audience in fuller ads like solo ads. Use bullet points to heighten interest and give a quick overview of features, steps, tips, or benefits, for example:

Start with the main feature of your list.

Keep the list consistent as fragmented statements or as full sentences.

Punctuate the end of each line consistently.

If you use fragmented statements, do not end with punctuation.

If you use full sentences, end with a period. Avoid the use of semi-colons.

Avoid the use of long paragraphs in bullet points. Three lines maximum is suggested.

Is It Professional?

It is a solid decision to be professional. The internet tends to be very casual, so you do not want to be a stiff shirt, however to be too casual when trying to do business online can also lead to loss of sales.

One item as example is to avoid overuse of contractions, for example: it's, won't, didn't, don't, etc. Overuse of contractions can give an appearance of being unprofessional and a too laid-back attitude if you are wanting to show expertise in your business niche.

Change Perspective

Does your ad "Drive" the reader to go to your website and purchase? After writing your ad, step away for a bit and then go back and read it. Imagine yourself as someone who knows nothing of your program; then read your ad from that perspective to discover the results. Do you feel prompted to rush to the website? Does it Appeal to your emotions and your senses? Is there Power in your words? Do you feel like this product/program/service is what you Must Have? Does your ad copy bring Solutions and Demands Action?

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Top Action Words

Absolutely	Delivered	Help- Helpful	Qualified	Start
Action	Dependable	Honest	Quality	Startling
Advice	Deserve	How	Quick	Strong
Amazing	Discount	Hurry	Rare	Successful
Announcing	Direct	Important	Real	Support
Anticipation	Discover	Improve	Recommended	Take
Appeal	Drastically	Improvement	Referred	Tested
Appreciative	Fast	Incredible	Refundable	Thank you
Approved	Easy	Informative	Reliable	Time
Attention	Endorsed	Introducing	Remarkable	Today
Attractive	Event	Invited	Responsible	Tremendous
Authentic	Excellent	Look	Reputation	Trust
Bargain	Exciting	More	Results	Try
Beautiful	Exclusive	Most	Reward	Ultimate
Believe	Expert	Money	Revealed	Unconditional
Benefits	Extra	Need	Revolutionary	Understand
Best	Fact	New	Rich	Unique
Biggest	Fast	Now	Right	Unlimited
Brand Name	Family	Offer	Rush	Urgent
Bright	Fantastic	Official	Revolutionary	Useful
Budget	Fascinating	Opportunity	Safety	Valuable
Buy	Feel	Open	Sale	Vast
Care	Fortune	Outstanding	Satisfaction	Want – Wanted
Challenge	Free	Personalized	Save	Warranty
Choose	Get	Please	Secret	Wealth
Compare	Gift	Popular	Secure	Welcome
Complete	Give	Powerful	Security	Win
Confidential	Go	Professional	Selected	Wonderful
Convenient	Great	Profitable	Self-confidence	Why
	Guaranteed	Promise	Sensational	Yes
	Have	Protect	Simple	You
	Health - Healthy	Proven	Special	Youthful

Top Action Phrases

Act Fast	Helpful Tips
Act Now	How I Improved My...
Act Quickly	How To Avoid These Mistakes
Be First To Qualify	How To Get...
Be The First	How To Have...
Don't Put It Off	How To Improve Your...
eBook For Free	How To...
Everything Supplied	How You Can...
Facts That You Should Know	Last Chance
Free	Limited Time
Free Consultation	Mistakes To Avoid
Free Demonstration	Moneymaking Facts Free
Free If You Act Now Free Resell	Order Today
Kit Included	Profitable Tips For...
Free Sample	Scientifically Proven
Free To New Members	Supply Limited
Free Trial Lesson	Test Lesson Free
Free Video	The Truth About...
Free With Signup	Traffic Generating
Get Facts That Help	Traffic Pulling
Get Started Today!	Try It Ten Days Free
Get Your Copy Now!	What You Should Know About...
Guide To...	Yours For The Asking
	Yours Free

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Thank you for reading

“Ads that Demand Action and Land Results”

Vector Central & the **Interactive Marketing Ezine**

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About Vector Central

Susan and Bill Nichols assist online marketers with essential marketing solutions and strategic traffic-generating methods. Giving full and personal assistance to our subscribers and customers has been our main emphasis since 1999 at Vector Central Marketing and the Interactive Marketing Ezine.

Why we work online:

Having an online business is the ultimate in self-employment and extending a helping hand to all that travel the internet marketing path is our goal.

How Vector Central and Interactive Marketing Ezine can help you:

The Interactive Marketing Ezine is your guide to establish a Profitable Online Business and Generate Your Success! In addition to our weekly marketing ezine, Vector Central offers quality business leads, solo ads, spotlight sponsor ads, weekly contest, free ads, and continual caring service.

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