



# 10 powerful keys to more effective Ads

By Corbin Steele

Move the Cursor  
Toward the Top  
of the Browser  
The Download  
Button is near  
the Upper Right  
Hand Corner



# 10 powerful keys to more effective Ads

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## **Important: Read the Following:**

When you implement this report, you will possess valuable knowledge to help you improve your ads. This is a big key in making more sales.

So, it is important for you to read, study and implement this report as thoroughly as possible. **DO NOT JUST PURUSE THIS REPORT ON YOUR COMPUTER. PRINT IT OUT AND READ IT. STUDY IT.** It is your report. Put it to use and let it help you to become successful on the internet.

If you just peruse this report on your computer, you might not implement it. It is your report. It is completely yours. You can even give it away to others, but it will be useless to you unless you use it. This is why you want to print it out for your personal use.

If you read, study and act on this report, you will be one step closer to success. It does not cost you anything to print out this report. It is your tool to use to help you get out of the rut that you might be in. Print the report out, and use it to your advantage.

This report is not just a theory. I have used it myself with tremendous effect. As you read this report, you will see how it has been applied in real life, and you will see how you can use it yourself to your advantage.

**STOP!** Have you printed this report yet? Do so now. Circle and underline the ideas that are important to you. Take notes on it. Scribble your own ideas on it. This is your report to be used by you to make you a success, but this report is just information unless you use it.

[How to Get Tons of Free Traffic to Your Site Check It Out Here.](#)

[This is a Crazy New Way to Get the Traffic That You Couldn't Get Before; AND It Works!!](#)

[Is This Valuable or What? Listen to the Whole Video to Find Out. Click Here.](#)

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# What is advertising?

*“... Advertising is salesmanship. Its principles are the principles of salesmanship...”* Claude Hopkins, *Scientific Advertising*

The goal is: **how can we make our advertising as effective as possible.**

The ten keys given here have been generally time-tested and known to be effective. These keys apply to every type of advertisement: letter, brochure, etc., but will be used in this report in relation to sales pages and opt-in pages.

Both types of webpage are the same. The only difference is that a sales page sells a product or service; and an opt-in page sells an email service.

[Do You Want Google to Notice Your Backlinks? Click Here.](#)

## Key #1: Focus on Them, Not You

When a prospect reads your ad, the one thing he will be wondering from the start is: “What’s in it for me?”

And if your copy doesn’t tell him, he will leave your site.

A lot of advertisers make this mistake. They focus on themselves and their product: How good their business is and especially how good their product is.

Your product should be good, or you shouldn’t be selling it.

What the company and its products can do for people will come into play, but only as far as they can show what the company and product can do for the reader. The first and foremost object of any ad is to show what a product can do for the reader.

Before you write your ad, picture your reader in front of you. What does he want? What difficulty is he having that your product can help him solve? See everything from his perspective.

A good way to write ad copy is to picture the reader as a person in front of you. What does he want? What is he interested in that would help him?

[If You Need to Sell Lots of Products, This Is the Solution. Check It Out Here.](#)

Then ask how can your product help him achieve these goals?

Then ask what things can you say that will support your argument that your product can help him? The years that your company has been in business, what others say about your business, and what your business has accomplished will carry a lot of weight when presenting this third part, but your main topic will be about your customer and what he needs.

Another thing that you can do while you are trying to look at your ad from his perspective is to ask what his arguments are and to try to answer them.

And it goes beyond just writing in the second person. That is, addressing your prospect as “you” within the copy. The fact of the matter is there are many successful ads that *weren't* written in the second person. Some are written in the first person perspective, where the writer uses “I.” Other times the third person is used, with “she,” “he,” and “them.”

## **Key #2: The Heading**

The heading is the first line that people will see in your sales page. Your heading is an ad for your ad. What it says and how it is written can make or break you.

Think of the one major problem that your product will help your prospect get over.

Your heading will say something like: “This will help you get over your problem now”; “Do you want to get over your problem now?”; “This amazing product will help you get over your problem now”

[Are You Having Trouble Setting Up a Money Making System? Check this Out Here.](#)

State the problem specifically.

The heading will be large, in bold print, and in a stand out color like red.

Follow the heading with a subheading in smaller print and in a different color.

“If you are struggling with this problem, this will help fix it. Don’t just take my word for it read what it does.”

Again the problem is a specific problem.

In both the heading and the subheading, you want to focus on them, and push the reader’s emotional hot button.

A heading that addresses a problem that your reader probably has can be very compelling.

Also:

The heading must offer to solve a problem.

“How to...”

“Do you suffer from...”

“Are you struggling to...”

[Free Trial. Could This Be Your Solution? Check It Out Here.](#)

All of these headings offer a solution, or they refer to a problem that the sales page will offer a solution to.



The heading should answer a question.  
The second two headings above asked a question.

Power words are good to use in a heading. They get the reader's attention. The hype alone won't sell, but power words are good in a heading where you must get people's attention.

A Yale University study that found the most persuasive words in the English language are: you, new, money, easy, discovery, free, results, health, save, proven, guarantee and love. Three other powerful words are: secret, awesome, and powerful.

Question words like: 'how', 'why', 'when' and 'who' are also good to use in a heading.

**“How to break through the traffic barrier.”**

**“Are you struggling to make sales?”**

These are compelling headlines.

Your headline should convey a sense of urgency.

**“Put the following secret to use before others beat you to it.”**

[How Can You Sell Thousands of Products? Find Out How Here.](#)

Using specific numbers is good.

**“Stay at home mom made \$4,847.24 in one month.”**

Not \$4,800.00 or \$5,000.00 – both round numbers. If you use specific numbers, it is more believable. This is true throughout your ad. Not just in the headline.

Finally, make the headline big, bold and in a bright color.

It is good to follow the heading with a sub heading that relates to the heading and draws out the emotions.

## Key #3: Emphasize Benefits, Not Features

Following the heading and subheading are bullets that list the benefits of your product or service.

Benefits are what a product does – especially for the reader.  
Features are what a product has that allows it to do the benefits.

People reading your ad are not interested in what a product has even if it has a zillion things. They are interested in what a product can do for them – the benefits.

This internet marketing tool can help you reach 300 article directories. That's a feature and may not mean anything to a reader.

This internet marketing tool can help you reach 300 article directories. Each of them has 10,000 or more viewers. That's a lot of people who will be viewing your product and **possibly buying it.**

The part in red is the benefit.

Rewritten in bullet form:

[How Easy Is It to Get Commissions from Home? Find Out Here.](#)

- Reach tons of people who may be buyers.

What about the above paragraph that mentioned the 300 article directories; and the 10,000 or more viewers? You can expound on the benefit later and mention these features. The paragraph listing the feature will prove the validity of the bullet.

Another example of features and benefits:

My affiliate product pays high commissions. (A feature.)  
Most people in this case will readily see the benefit – they can make more money per sale and selling the product may actually be worth their time.

However, it is best to spell it out:

- Make more money on higher commission

Notice that these bullets do not end with a period. Don't use periods in bullets unless the bullet contains several sentences.

As much as possible, bullets should be short statements less than a sentence in length. ... and no periods unless there are more than one sentence in the bullet.

If there are more than one sentence in one bullet, try to make it into two benefits with a bullet for each.

Always think from the reader's perspective when writing ad copy, and always stress the benefits.

[Is This an Easy Way to Sell Your Own Products Even If You Don't Have Any Now? Check This Out Here.](#)

## **Key #4: Push Their Emotional Hot Buttons**

Don't just emphasize the benefits. Push the reader's hot button.

There are two basic ways that we think: with logic and with emotions, but most of our decisions are emotional in nature.

First and foremost they buy based on emotion. Then they justify their decision with logic. Find the emotional buttons of your target audience and appeal to that. Push their emotional hot button.

People don't like to be sold, but they do like to buy.

A salesman who sells person to person finds those emotional hot buttons when he talks to his prospect.

We have to do it on the internet by doing research, asking around blogs, social media, and forums etc.; and by putting ourselves in our readers shoes.

Putting yourself in the other man's shoes is an excellent way to discover his hot button. What are the benefits of your product to others? How do they feel when they don't have the benefit of your product? That 'feeling' can give you an indication of what his emotional hot buttons are.

### [Is This the Easiest Source of Getting Traffic? Check It Out.](#)

One of the greatest hot buttons is fear. We are motivated by one of two things: fear of punishment and reward of pleasure. The fear of punishment outweighs the reward of pleasure by a mile. People will do more to avoid pain than they will to obtain pleasure.

Salespeople often call this fear factor a pain point.

Anything that someone is struggling with, or creates a problem in his life is a pain point. If you can show him how to avoid this pain, you have hit a hot button.

After you have pushed the reader's emotional hot button, you can back it up with logic to nurture that justification.

Now we come to the subject of hype. Hype without an emotional button comes across as fake selling. If you only use hype, people will think that you are only trying to con them.

You are giving them all of this 'hype' about how good your product is, but you haven't listed the benefits. Hype does not sell.

However, if you evaluate the benefits of your product to your reader and present those benefits from his perspective, and you appeal to his hot buttons, you will get his attention.

Good marketers use 'power words' in their ad copy. These are adverbs and adjectives that *have* been proven to make a difference when they're included. Power words fall into the category of hype for most people, but if

this kind of 'hype' is supported with proven benefits it will go a long way toward convincing the reader of the virtue of your product.

[How Easy Is It To Get Set Up to Sell Thousands of Products? Find Out Here.](#)

## **Key #5: Incorporate Proof and Believability**

It is crucial to gain a prospects trust if you want to sell anything to them.

### **Here are some tried and tested methods:**

- If you're dealing with existing customers who already know you deliver as promised, emphasize that trust. Make a reference to previous offers that you have made that were good; or let them know that "as always you endeavor to offer the best."

Don't leave it to them to assume that they can trust you. Emphasize that trust. You are focusing their mind on the trust that they have for you and moving on from there to show them why to buy.

- Include testimonials of satisfied customers. Be sure to put full names and locations, where possible. If you can also include a picture of the customer and/or a professional title, that's even better. It doesn't matter that your testimonials aren't from somebody famous or that your prospect does not know these people personally. If you have enough compelling testimonials, and they're believable, you're much better off than not including them at all.
- Pepper your copy with facts and research findings to support your claims. Be sure to credit all sources, even if the fact is common knowledge, because a neutral source goes a long way towards credibility.
- For a direct mail letter or certain space ads where the copy is in the form of a letter from a specific individual, including a picture of that person helps. Put the picture at the end near your signature, or midway through the copy, rather than at the top where it will detract from your headline. If

your sales letter *is* from a specific individual, include his credentials to establish him as an expert in his field.

- If applicable, cite any awards or third-party reviews the product or service has received.
- If you've sold a lot of that product, tell them. "100,000 satisfied customers." Or "20,000 people can't be wrong."
- Include a GREAT return policy and stand by it. This is just good business policy. Many times, offering a double refund guarantee for certain products will result in higher profits.
- If you can swing it, adding a celebrity endorsement will always help to establish credibility.
- When it makes sense, use 3<sup>rd</sup> party testimonials. These are testimonials from experts about your general type of product. If you are offering an eZine service, find reports and articles about eZines, and quote these people. Be sure to list their credentials to establish credibility.

Private Label Rights (PLR) eBooks are good for this. They are easy to find. Just do a search for "private label rights", or "PLR" and you will find gobs of sites that offer them. They are usually cheap, or even free with a membership.

You can get such eBooks on almost any topic under the sun. In their eBooks, they will be endorsing their type of product because that is what their eBook is about. Just quote their endorsement and you will have a third party testimonial.

[Can YOU Tripple Your Proffits in Any Niche? Find Out How here.](#)

- Reveal a flaw about your product. This helps alleviate the "too good to be true" syndrome. You reveal a flaw that isn't really a flaw. Or reveal a flaw that is minor, just to show that you're being "up front" about your product's shortcomings.

Isn't it refreshing when someone stands out from the crowd and is honest?

- Use "lift notes." These are a brief note or letter from a person of authority. A person of authority is someone well recognized in their field (which is related to your product). Lift notes may be distributed as inserts, a separate page altogether, or even as part of the copy itself.

Lift (hence the name lift notes) these positive paragraphs from the articles and reports (cut and paste). Put them in quotes and cite the source in order to create credibility. Just like that, you have a credible endorsement for your type of product.

You can get such endorsements for your type of product from articles and reports that pertain to your type of product. These articles probably won't mention your product. They have never heard of your product.

However, they will endorse the concept; and you use that endorsement to help promote your product.

If you are selling an auto-responder service, get endorsements for auto-responders to use in your sales page in which you are promoting your specific auto-responder.

[How Do You Get up to 71% More Readers for Your Blog or 84% More engagement for Your Facebook? Find Out Here.](#)

## **Key #6: The Unique Selling Proposition (USP)**

The unique selling proposition (USP) is a single sentence that states what makes your company or product or service stand out from your competitors. That sentence will become your 'slogan'.

Some qualities that contribute to a unique selling proposition are:

- **Lowest Price**
- **Superior Quality**
- **Superior Service**

- **Exclusive Rights**
- **Fast service**
- **Superior Customer service**
- **Dependable**
- **Satisfaction guaranteed**

The best way to come up with a USP is to ask what is it about your company or product you would want to make an impression upon your customers with.

One thing that you might do to ensure a powerful USP is to find out what your customers are looking for in a product. Is it fast service? Reliability? Honesty?

If that quality addresses a pain point or even a pleasure point it is even better. Come up with a one sentence slogan that encompasses that quality. That will be your USP.

[How Can You Sell Thousands of Products? Find Out How Here.](#)

## **Key #7: The More You Tell, The More You Sell**

Experience has shown that long copy sells better than short copy.

Tell your reader as much as you can as quick as you can, then tell him more. Even repeat yourself to make your points sink in. The more you tell, the more you will sell.

With that said there are two rules for writing sales copy: Keep it all above the fold. And keep selling as long as they are willing to listen.

This is how you accomplish both ends.

You create your copy with an attention grabbing heading that addresses a pain point, and suggests that your product can start solving the problem now.

Make a subheading that magnifies the statement in the heading.



Follow it with bullets that state the benefits of your product; the most important first.

The bullets will be on the left hand side. A download button or opt-in form will be on the right side. The download button should say something like: “Yes. Send me my product to solve my problem Now.”

### [How Do You Get Lots of Traffic Without Spending Money? Find Out Here.](#)

The opt-in form should have a disclaimer before the form: “We only need to get your email address so that we can send you’re the information that you are requesting”; and “We value your privacy. We will not give your email address to anyone.” And: “You are in complete control. You can unsubscribe at any time.”

You are done. You have done everything that you could to say everything that you needed; and did it above the line.

You could have expanded on each of the bullets, but you didn’t have room. Testimonials would have made a tremendous difference, but you wanted to get everything above the line. You’re done.

What do you do with all of the expanded information on the bullets? What do you do with all of those excellent testimonies that would have excited people?

Three types of people will come to your sales page that is all above the line:

- Some will come and leave without buying. About 90%
- Some will come and buy. About 2%
- Some will come and almost buy, but leave because there is nothing more for them to read. About 8%

90% of the visitors to your page weren’t going to buy anyway, but you might have done something to convince some of the next 8%.

That is where all of your other information comes in.

### [Do You Want Tons of Traffic? Check This Out Here.](#)

You have done everything above the fold to convince the visitor. Now you add something beneath the fold for the next 8%.

You expand upon the first bullet and add a testimony.

Because the reader has moved down the page, you create a new buy now button or opt-in form on the right side of the page so that they do not have to scroll up to decide.

You expand upon the second bullet and add another testimony.

Again, you give the reader a chance to decide on the right hand side of the page.

You keep doing this until you run out of bullets.

You mention more benefits not mentioned in the bullets.

If you run out of things to say, just add testimonies.  
Reword the bullets and repeat them.

As long as you have your visitor's attention, try to show him a reason to buy or opt-in.

If the reader gets tired, he will leave. If he doesn't you will take advantage of his interest to show him why he should decide.

Always give him quick access to the opt-in form or the buy now button.

### [Find Out How to Generate Affiliate Commissions in 24 Hours or Less. Click Here.](#)

Always tell the reader that there is a money back guarantee, or that he can unsubscribe at any time.

2% decided above the fold. Maybe another 1% will decide by half way down the page. Maybe another 1% will decide by the time they have finished the page.

A long sales page could double the conversion rate of the page.

There are two premises here: you definitely need to concentrate on getting everything significant above the fold.

And: Once the visitor has come to the page, it doesn't cost you anything to keep showing him more.

## Key #8:      **The Structure of AIDAS**

There's a well-known structure in successful sales letters, described by the acronym *AIDA*.

AIDA stands for:

- Attention
- Interest
- Desire
- Action

**Attention:**      First, you capture your prospect's attention. The headline should speak to a glaring need, preferably a pain point, that the reader would like to be solved.

[Find Out How to Generate Affiliate Commissions in 24 Hours or Less. Click Here.](#)

It should have some power words in it – you, new, money, easy, discovery, free, results, health, save, proven, guarantee, secret, awesome, powerful, and love.

**Interest:** Then you want to build a strong interest in your prospect. Expound on the benefits that you have mentioned at the beginning. You want him to keep reading, because if he reads, he just might buy.

**Desire:** You help the reader develop a favorable impression of your product. Help them understand how what you're offering can help them in a real way.

The main way of doing this is by appealing to their personal needs and wants. What was the appeal of your heading? Refer to that again in your copy. Stress that your product can help solve the problem.

A common advertising process is the "before and after" technique. Before the reader uses your product, he is struggling with the problem. Afterward, his problem is resolved.

**Action:** Finally, you present a call to action. At least once in the presentation, and preferably many times, ask for the sale. Tell the reader, "Now is the time to buy."

Marketing experts use phrases like: "Yes. I send me my product now!" in their buy buttons. They have arrows that point to the button, and give compelling reasons to buy now near where the button is.

[Create Your Own Money Making Sales Funnel in Less Than 60 Minutes Click Here](#)

Express urgency near the "Buy Now" button. Let them know that the sky will fall down if they don't act now. Tell the truth, but express urgency.

I happen to know that the sky will fall down. I read about it in "Chicken Little".

Express your integrity and make your guarantees near the "Buy Now" button.

## Key #9: Use Takeaway Selling to Increase the Urgency

Take away selling is selling in which you warn that the offer will be taken away if they don't buy.

People will generally respond better to an offer if they believe the offer is about to become unavailable or restricted in some way.

### **There are Two main types of takeaways:**

- 1) Limiting the quantity
- 2) Limiting the time

In the first method, limiting the quantity, you are presenting a fixed number of widgets available for sale. After they're gone, that's it.

### [Easy, Proffitable. Perfect for Beginners Check It Out Here](#)

In a digital world, it is hard to come up with a limited quantity, but you might want to offer your product to a limited number of people to avoid flooding the market. Or, as a matter of policy, you will only sell so many.

In the second method, you can limit the time by setting a deadline. Once the deadline comes, quit offering the product.

When using takeaway selling, you must be sure to follow-through with your restrictions. Otherwise you will lose credibility. Prospects will remember the next time that you make such an offer.

Also explain the reason why the offer is being restricted. This lends credibility to the warning.

Take away increases emotional appeal. Use it as often as you can. Even if you have to set a "last day to buy" and then stop selling your product at that price, do it. You will make more sales in the long run.

## **Key #10: Split Test**

Test your various ad copies against each other to see which ones work better. Test your headings, your bullets, and your copy. Test to see which selling arguments have the best appeal, and which ads bring the most people to your sales pages.

Always endeavor to improve your sales pages; and always endeavor to put these 10 principles into practice. Your sales pages are your source of revenue.

[The Easy Way to Create Professional Videos with Just an Iphone Check It Out Here](#)

## **Key #9: Write To Be Scanned**

Your layout is very important in a sales letter, because you want your letter to look inviting, refreshing to the eyes. In short, you want your prospect to stop what he's doing and read your letter.

If he sees a letter with tiny margins, no indentations, no breaks in the text, no white space, and no subheads...if he sees a page of nothing but densely-packed words, do you think he'll be tempted to read it?

Not likely.

If you do have ample white space and generous margins, short sentences, short paragraphs, subheads, and an italicized or underlined word here and there for emphasis, it will certainly look more inviting to read.

When reading your letter, some prospects will start at the beginning and read word for word. Some will read the headline and maybe the lead, then read the "P.S." at the end of the letter and see who the letter is from, then start from the beginning.

And some folks will scan through your letter, noticing the various subheads strategically positioned by you throughout your letter, then decide if it's

worth their time to read the entire thing. Some may never read the entire letter, but order anyways.

You must write for all of them. Interesting and compelling long copy for the studious reader, and short paragraphs and sentences, white space, and subheads for the skimmer.

Subheads are the smaller headlines sprinkled throughout your copy.

[How to discover Cash in the Most Profitable Niches Click Here](#)

[Capture More Leads; Convert More Customers Find Out How here](#)

[You Have to See It to Believe It. Click Here to See.](#)

[Can You Get 7,646 Leads and \\$83,738 Sales in 14 Days. Click Here to Learn More.](#)

[The Above Statement Did Not Tell You Enough. You have Got to Check This Opportunity Out Here.](#)

	<p><a href="#"><u>This is me – Corbin Steele Telling You. You Have Got to Check Out The Above Opportunity!</u></a></p>
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