

**Bonus #3:
7 Ways to Increase Your
Paid Ad's Effectiveness**

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Introduction

You can blanket your niche with ads.

But doing so WON'T necessarily fill your pockets with cash.

You see, plenty of marketers put out mediocre ads. And maybe these marketers even make a lot of money. But they're doing so because of sheer volume. In other words, if you put out enough ads, you're bound to make a few sales!

You can do better.

**You can get a higher return on your investment,
so that every ad you put out puts more money in your pocket.**

And you can do it using these seven surefire ways to increase the effectiveness of your ads...

Method #1: Use Negative Qualifiers

When you place an ad, your goal is to get qualified prospects to step forward and take some sort of specific action, which usually starts with them clicking on your ad. The more qualified your prospects, the better conversion rate you'll enjoy.

However, getting qualified prospects becomes even more important when you're purchasing pay per click (PPC) advertising. Since every click costs you money, you want to make sure that the only people who are doing the clicking are actual prospects.

You see, if you place a pay per click ad, you're going to get plenty of people clicking who have no intention of buying.

Example: They might be freebie seekers who are looking for free information or samples. They might just be doing price-comparisons. Or they might not even be qualified at all (and your ad did nothing to qualify them).

So how do you avoid having freebie seekers, tire kickers and other non-qualified people clicking on your PPC ads?

Simple: By using negative qualifiers in your ads. These are words and phrases that help weed out unqualified prospects and discourages them from clicking.

Example: If you want to weed out freebie seekers, make it clear in the ad that you have something for sale. You can do this in a positive way, such as by saying something like "fast shipping" or "on sale now."

Here are other examples of negative qualifiers...

- California residents only.
- For those who need to lose 50 pounds or more...
- Prices start at just \$297.
- Limit two per household.
- Not valid in Kansas.
- Must be at least 65 years old to join.

Method #2: Use Built-In Deadlines

You can make your own deadlines to create a sense of urgency, such as "offer ends Friday" or "offer limited to the first 25 people who act now." And while these do help boost your conversion rate, another type of deadline you can use is a natural, built-in deadline.

Example: Lose five pounds by spring break.

This is the type of deadline your prospect is already well aware of. In some cases, the prospect is actively seeking a solution before he or she reaches the deadline. If so, your ad will work even better because you're joining the conversation that's already going on inside your prospect's head. (See Method #7 for more info.)

In other cases, your prospect may not have really thought about the deadline... until you mention it. Then your ad jolts him and makes him realize he needs to act fast if he wants to solve his problem before the deadline. The end result is the same as above: Namely, the sense of urgency boosts your conversion rate.

Now let me give you several more examples of natural, built-in deadlines:

- Get your kids ready for the first day of school!
- Just in time for Thanksgiving.
- Get your Super Bowl gear now.

- Beat the summer rush and take a vacation this spring.
- Winterize your RV before the snow flies.

Method #3: Arouse Curiosity

Here's another way to make your ad more effective and get more clicks: Arouse curiosity.

Now, you can't just arouse random curiosity.

That means you shouldn't arouse curiosity about something that's totally unrelated to your product or service. If you do that, you'll end up with a lot of unqualified prospects and unhappy people who feel like you've wasted their time. And if you're paying for these clicks (like you would if you're using pay per click advertising), then you're just wasting your money getting unqualified clicks.

Let me give you an example of what I mean by random curiosity.

Example: You've probably seen it happen in your own email inbox. You get an email that has a subject line that say something like, "You just earned a \$100 commission" or "You have money!"

The first time you see an email like that, your mind starts racing. You're wondering who's sending you money, what's it for, etc.

Then you pop open the email and here's the first line: "You could be receiving emails like this every day when you join the XYZ affiliate program!"

What a let down... and it's deceptive to boot. It's not a good way to make friends or influence prospects.

What you should do instead is arouse genuine curiosity about your ad, product, or service. Don't be deceptive or coy. Just get your qualified prospects interested in your ad and curious enough to click.

One of the best ways to do this is by stating a big benefit, but not telling your prospects how to get that benefit. In order for your prospects to satisfy their curiosity, they need to click on your ad.

Let me give you a few examples:

- "Find out how you can get the [name of product] for free!"

Note: This is where you offer a popular and/or desirable for free with the purchase of another product. However, you don't come right out and tell your prospects how to get the product for free (i.e., by buying something else). Instead, they have to click through to discover the answer.

- "Here's how to get a high-paying job... without getting a high-cost college degree!"

Note: This is a good headline formula that automatically triggers curiosity: "You get this benefit... but you don't need this common thing." It makes people wonder how it's possible.

Let me give you another example:

- "You can lose 10 pounds this week without diet or exercise!"

One more:

- "Here's How to Win a Marathon... Even if You're a Couch Potato!"

Another way to arouse curiosity is to ask a question. This might be a question that you direct at your prospects, such as:

- "Can you earn \$1073 by next Saturday?"

Or it might be a general curiosity-arousing question, such as:

- "How did this small-town waitress earn \$1073 in 72 hours?"

Let me give you a few more examples:

- "Have you been lied to?"
- "Why have 19,349 drivers switched their car insurance to [company]?"
- "What do These Marketing Experts Know About Making Money That You Don't?"

Method #4: Include a Strong Call to Action

Almost every good ad has a strong call to action. This is where you specifically tell your readers exactly what you want them to do. For example, "Click here now."

Tip: Some advertising venues (such as certain pay per click advertising services) don't allow you to use a call to action. In other words, you can't use phrases like "click here."

In those cases, you'll need to abide by their rules. For all other advertising outlets (such as classified ads, text ads, newsletter ads, etc), be sure to use a strong call to action.

Look, you might think that it's common sense (or at least plainly clear) that the prospect needs to click on your ad in order to get more information about your products or services. In other words, it seems like you wouldn't have to waste your ad space by telling them to click, call or otherwise contact you. However, time and time again marketing experts have put this to the test, and they've found that the conversion rate increases when you specifically and explicitly tell people what you want them to do.

Tip: Just because this tactic is proven to work doesn't mean it works in 100% of the cases. For best results, you should always test these tactics for yourself.

Just put two identical ads up in the same ad venue. The only difference is that one ad includes a call to action, whereas the other one doesn't. Then test for yourself to see which one works best for you... though I'm willing to bet it will be the ad with the call to action. 😊

Now let me give you a few examples of how to write a call to action...

- Just pick up the phone and dial [number] now to [insert benefit].
- Click here now to [insert benefit].
- Call [phone number] now to [get benefit] - but hurry, this offer ends **Friday!**

Method #5: Use “Stop ‘Em in Their Tracks” Words

You've probably heard that certain words are "trigger" words. These are words that tend to make people stop and take notice of your ad.

Let me share with you a list of some of these common trigger words and phrases:

- You
- Your
- Revealed
- Secrets
- Discover
- Find out
- Amazing
- Revolutionary
- Proven
- Guaranteed
- Free
- Announcing
- Scientific
- Fast
- Quick
- Easy
- Today
- Act now
- Who else
- You can too
- Hurry
- Discount
- Save money
- Protect
- Imagine
- Picture this

Look around – you've probably seen and heard many of these words in ads both online and offline. That's because they work.

However, a word of warning: Your ads need to make sense. You can't just stuff these trigger words into an ad and expect conversions to increase. Or more specifically, your ad still needs to convey a big benefit in order to be effective.

Example: "Act now to discover the amazing secrets of a 32 year old man from London!"

Ok, there's a touch of curiosity aroused in this ad. But the problem is, it doesn't tell us who the ad is for or what it's about. It's mainly just a bunch of trigger words smashed together (act now, discover, amazing).

To make this ad better, you'd need to tell prospects what kind of amazing secrets they'll learn.

Example: "Act now to discover the amazing fat-loss secrets of a trophy-winning bodybuilder who used to weigh 400 pounds!"

Now, while the proven trigger words do work, your prospects will see these same words repeatedly in ads. Not only will they see them in your competitor's ads, they'll see them in ads in different niches and across different venues.

Point is, sometimes you need something a little extra to grab your prospect's attention. And one way to do that is by using unusual or surprising words and phrases.

Example: You've probably seen marketing ads that say something like, "leave your competitors in the dust!" or "beat your competitors!" Those are both a little cliché. Imagine if instead you used a surprising phrase like, "Beat the snot out of your competitors!"

Do you think that would make your prospects pause for a moment?

You bet it would. And in doing so, your ad would break through the "noise" to get your prospect's attention... which is always a good thing.

Let me give you a few other examples of surprising words:

- Instead of "big," use "gigantormous."
- Instead of "money," use "moola."
- Instead of "hello," use "aloha!"

Method #6: Join the Conversation in Their Head

I hinted at this method just a bit earlier in this report. Basically, the idea is that you want your ad to touch on the conversation that's currently going on inside your prospect's head.

When you do that, you'll connect with your prospect, which makes it easier to get his attention (and ultimately close the sale).

One of the easiest advertising venues to accomplish this in is when you're using pay per click advertising. That's because you know the exact words your prospect is searching for, so you can use those same words in your ad. What's more, because you know your prospect's keywords, you also get some idea about what the prospect wants.

Tip: The more you know about your market, the easier it will be for you to crawl inside their heads and join the conversation.

To get to know your market, spend time with them.

Join the forums they frequent and read the conversations. Talk to them at events. Join offline organizations and hobby clubs that they frequent. Once you know their problems, frustrations, desires, hopes and fears, the easier it will be for you to write ads that really connect.

Let me give you an example...

Let's suppose you sell dog training guides. And let's imagine that one of the keywords you bid on in a PPC search engine is: "dog won't stop barking."

For starters, you can use that exact phrase your ad. Because the person just typed those words seconds ago, his eyes are going to be drawn automatically to any ad or search engine result that includes those words.

So you might turn these words into your ad title, like this:

"Dog Won't Stop Barking?"

You've just entered the conversation in your prospect's head and piqued his interest.

Now, based on that search, you can guess your prospect is pretty frustrated with this problem. So your entire ad might look a little something like this:

Dog Won't Stop Barking?

Neighbors complaining? Are you tired of the noise? Click here for a quick solution...

Method #7: Set Yourself Apart

Your prospects are bombarded by ads every day. Worse yet, they're even bombarded by ads from your competitors. They hear these ads on the radio, see them on TV and wade through them in their email inbox.

Nearly every moment they spend surfing the web they probably have an ad in front of them (or just a click away).

Point is, you can't just put up mediocre ads and expect to see a flood of sales.

Your prospects are skeptical. They've heard the same thing from your competitors. Indeed, your prospects are reading your ads, wondering: "*Why should I buy from THIS person?*"

Listen, your prospect isn't going to spend a whole lot of time researching or even thinking about the answer to that question.

That's why you need to provide the answer.

You need to share with your prospect some benefit that screams, "buy from me because I offer this!" It tells your prospect why you're different – and better – than the competitor. This is referred to as your unique selling proposition, or USP.

You don't have much time to develop a USP in an ad, especially if it's a short ad like a pay per click ad. In some cases, you won't be able to state your USP until your sales page.

Nevertheless, you need to present a big benefit in your ad that sets your product or service apart from the competitors.

Examples:

- "The original [product]!" Or, "Don't be fooled by cheap knock offs... this is the original [product]!"

- "Free installation!" Or, "We're the only ones who provide free installation!"
- "Lose 10 pounds or it's free!"

One word of advice...

Do NOT just arbitrarily pick a benefit and try to set yourself apart from the competition with it. Instead, you need to choose a benefit that's important to your market. The more important it is to your market, the stronger your USP.

For example, let's say you're selling dog collars and you note that you have "24/7 customer support." Think about it... is it really important to your target market that you offer customer service all day and all night?

Probably not... because anyone who's ordering a dog collar online isn't really what you'd call a desperate market.

Now let's suppose you're selling a service like web hosting. And let's further suppose you have customers from around the world in different time zones. If your customers are business people, then yes... 24/7 support is very important. That's because if your customers' websites goes down, they'll lose money. So a business owner would be happy to know there's always someone on the other end of the phone line to assist him, no matter what time of the day it is.

Conclusion

Congratulations: You just discovered seven proven ways to boost the effectiveness of your ads!

To recap, you learned how to boost response by:

- ✓ Arousing your prospect's curiosity.
- ✓ Employing negative qualifiers.
- ✓ Using built-in deadlines.

And four other proven response-boosting tactics!

Now, you probably already have a few ads floating around online and offline. **Your next step is to ask yourself how you can improve these existing ads by using the tactics you just learned.**

Just look at each of your ads and look at these seven tactics to see if you can apply one or more of the tactics to boost response.

And the next time you write a new ad?

Same thing.

Re-read this report to refresh your memory on these tactics, and then see how many you can use in your next ad!

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