



Quick Tips

8 Easy Tips For Writing Adverts

Full article:

<http://www.marketingforowners.com/8-ways-make-ads-awesome-easy-writing-tips-effective-advertisements/>

1

Keep it Clear

Be crystal clear about **exactly which action you want your prospects to take**. What should they ideally do when they are done reading your ad? What will your call to action be?

2

Keep it Singular

Resist the temptation to invite them to do A or B. **Decide on one clear course of action you want them to take**, and clearly ask them to take it.

3

Keep it Real

Don't promise the sun, moon and stars. Be confident but quietly assured that they will love your product or service and try to find a way to get it in their hands, either on a trial or free sample basis.

4

Keep it Relevant

Consider where this ad will appear, and to whom. Do some keyword research and see what other advertisers are promising in those ads. Learn from them what might be already working

5

Keep it Colloquial

Speak in the language of the particular demographic you're hitting with that ad. [\[Read this post for creating the perfect copy\]](#)

6

Keep it Unique

It's more important than ever to do what you can to stand out. **Make your language interesting**, disarming, and possibly even risky or controversial.

7

Keep it Different

Write ads that **only you** could write. Promise things **only you** can promise.



8

Keep Honing the Headline

The **headline is potentially the most powerful part of your ad**. So test it. Test new language, lingo, offers, ad lengths. Strive to improve your conversion rate.

When you hit a winner, stick with it for a while until conversion rate declines.

[Read this post for writing tips for headlines]