

21 Copy Tips

1. Don't try to appeal to everybody. Aim your message at a specific target audience.
2. Make a headline sell. (Most people don't read beyond the headline).
3. Make each ad a complete sale. (It may be the only part of your campaign your reader will see.
This is why so-called "teaser" ads are a waste of money.)
4. Give information (who, what, when, where, why, how much does it cost?).
5. Write in specifics. Vague copy gets vague responses.
6. Use simple language. Write to express, not to impress.
7. Involve your reader: Say or imply "you".
8. Appeal to emotion, as well as logic.
9. Use product benefits to appeal to your reader's self-interest.
10. Don't exaggerate. (You'll lose credibility, If you use words like "unbelievable", "fantastic", "ultimate", "best ever", etc.)
11. Don't make unsubstantiated claims.
12. Never criticize your competitors.
13. Don't try to be funny, unless you are 100 percent certain that humor will sell your product. (Do you want your advertising to sell or entertain?)
14. Use short words. 75 percent of your copy should have five letters or less.
15. Use short paragraphs.
16. Use sub-headlines, in longer copy.
17. Don't use abbreviations.
18. Get to the point.
19. Ask your reader to take specific action.
20. Create urgency. Explain why your reader should act now.

"Thunder is good, thunder is impressive, but it is the lightning that does the work."

-Mark Twain

REAL CLASSIFIED ADS:

FREE PUPPIES:

1/2 Cocker Spaniel, 1/2 sneaky neighbor's dog.

FREE PUPPIES..

Mother, AKC German Shepherd.

Father, Super Dog...able to leap tall fences in a single bound.

FOUND DIRTY WHITE DOG.

Looks like a rat . Been out a while.

Better be a big reward.

COWS, CALVES: NEVER BRED.

Also 1 gay bull for sale.

NORDIC TRACK

\$300 Hardly used, call Chubby.

GEORGIA PEACHES

California grown - 89 cents lb.

JOINING NUDIST COLONY!

Must sell washer and dryer \$300.

WEDDING DRESS FOR SALE.

Worn once by mistake . Call Stephanie.

FOR SALE BY OWNER:

Complete set of Encyclopedia Britannica, 45 volumes. Excellent condition.

\$1,000 or best offer. No longer needed,

Got married last month.

Wife knows everything !

REMEMBER EACH DAY IS A NEW BEGINNING !