

A 'No Frills' Guide

How to Explode your Advertisements into Powerful Money-Makers, **NOW!**

Use this checklist to write ads that get results.

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This e-book is published by Paul's Advertisement and Marketing News.

The 'No Frill' Guides' are a series of e-books that are designed to inform you and educate you with information which you can read and use immediately to help you succeed in your business.

"No Frills', means you will just get solid information. They will not entertain you or waste your time with fancy graphics or pretty pictures or colorful pages, or any other stuff which does not help you succeed.

Disclaimer

This e-book has been written for information and educational purposes only.

Advertising is a big subject. This e-book is brief, and is not a complete education on this subject. It describes the basics only, and will help you to get you started with the ***Turn Words into Gold*** system of writing successful ads and marketing.

Because this information is not a complete education on this subject, I am not responsible for any errors or omissions, nor have either liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this e-book.

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Explode your results, now.

Are you struggling to get better results from your advertisements? There are 7 basic features they **must have** to bring you riches; don't spend another penny on ads until you have them in your ads:

1. A **compelling headline** - it will attract your prospect, and entice him to read your ad! Everything will fail when you get this wrong! Nobody will read it unless your headline attracts them, and if nobody reads your ad, then nobody will respond. A good headline gives him some idea of what is in it that will be of benefit to him, and promises him some value for reading it. Be sure your ads have a good headline.
2. **Identify** the challenge he has that is worrying him, his main 'pain point', the one he has the most urgent need to resolve. Be sure to consider him as a buyer, not yourself as a seller.
3. **Show him** how you can help him with his problem; show him that you or your method is the only way to solve it, and that it will work better than anybody else's, and it is better value for money; prove it to him so that he understands and believes. Give him the reasons why your method is the best.
4. Make him a **definite offer** – hopefully, one he can't refuse! Tell him clearly the benefits, exactly what is in it for him, and what he will get by responding to your ad. Don't leave him confused, because confused minds don't respond. Make your offer clear and compelling.
5. Fire up his **emotions** with enthusiasm and passion; his decision to purchase or respond will be based on his emotions, and will be justified with logic. So appeal to his emotions, his hot buttons,

what he really wants to satisfy. So always appeal to his emotions, and let your passion for what you are advertising show up in your copy.

6. Give him **every reason to respond**: tell him what he will enjoy when he has done as you want him to do. Tell him why he should respond, and what there will be in it for him when he does.

7. A clear **call to action** - urge your reader to respond, tell him exactly what to do, and make it easy for him to do it!

When your ads contain all these features, your responses will explode!

You may not be able to include all of these, especially when you only have a small space, but try to get as many as you can, even if only very briefly.

These are only seven of the many things you can do, and the many ways you can try that will improve the response you will receive from your ads and other marketing.

Before you go, tell me this:

- are you getting the results you want and need from your advertisements and other marketing?

- are they getting you a steady flow of new customers?

- are they making you enough money?
- do you know how to FIX them so you DO get the results you need?

No?

Well, would you like to?

Would you like to turn your advertisements and all your other marketing materials into **powerful money-making** machines that will bring you **riches!**

How about **boosting** the response from your ads and other marketing by 10%, 20%, 50%, 100% **and more?**

Would you like to take control of your ads and marketing – to take back your power so you DO get the results you want and need?

Are you ready?

YES!!

Good.

You can either do it yourself, or I can help you, or both!

If you want to know how to create successful ads yourself, here is your opportunity: let me introduce you to the new **Turn Words into Gold** system - a formula for a new and different way of writing **successful** advertisements and marketing communications.

Anything that you use that want to persuade and motivate your reader to respond, or take some action.

It will expand on the features mentioned above, and show you a new and different way of writing **successful** advertisements and all your other marketing communications, including your sales letters, brochures, website, signs, flyers, landing pages, emails, social media, and anything else.

And you will learn that the secret, apart from clear, concise, communication of your offer, and getting your design right, is to use the awesome power of **words** to persuade your reader to do whatever you want him to do!

Because it is the **words** you use - what you say and how you say it - that will persuade or motivate your prospect to take the action you want him or her to take.

It will show you how to create advertising and marketing that **sells**, or else achieves its goal, and the ability to write such marketing is by far the most lethal money-making skill you can acquire, and is the **rarest skill on earth.**

And when you have mastered it, your future is assured.

Learning how to write successful ads and marketing is not difficult, and you can see results **quickly**.

If you are struggling for better results, this will be a life changing opportunity for you.

For more information about responsive copywriting, and all you need to know about the ***Turn Words into Gold*** way, please [CLICK HERE](#), or go to paulsadvertisementnews.com.

The second: if you do not want to, or are not able to do it yourself, I will work with you one-on-one to create successful ads.

I am available to help you create new ads or copy, or review your existing ads or copy to see if I think you could get more response, and if so, to make some suggestions to get it, and work with you until you do have a successful ad.

For full details, please [CLICK HERE](#), or go to paulsadvertisementnews.com and then click on 'Help and Support'.

See you there.

Paul.

P.S. Maybe there are some folks you know who have a burning desire for a better response from their marketing - please do them a favor and

send this report along with a brief note from yourself recommending it to them.

It will be a great gift, and one that will help immensely. It will be just what they need, and they will really appreciate it.

It is not copyright, so it is perfectly legal, and someone may be glad of the opportunity to reverse their fortunes.

It is free, no opt-in needed, and there is no risk or obligation.

Thankyou for reading this far!

I have two more articles that will interest you.

First: Are You Making These 2 Marketing Mistakes?

Second: 15 Tips for Success.

To download them now, please [CLICK HERE](#).

Talk soon.