

20 Copy Tips for Better Ads

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

To get Spotted call Claudia Bedoya at 727-7433.

