



MODULE THREE

How to Write Ads

Though some people believe that there is an art to writing the perfect ad, it is actually more like a formula with six easy steps. So let's go over them now:

1. **Direct:** Be direct. This sounds like a simplification, but it really is that simple. You want nouns, verbs, and nouns. What are you doing, and who are you doing it for. These ads will often times be shorter than a tweet, which means there isn't a lot of room for superfluous information. You don't want adjectives or adverbs (unless they are linked to your benefits). You want to say what you are doing, and that its value is to your customer.
2. **Targeted and Specific:** This is part and parcel with the 'be direct'. Aside from being as concise as you can be, you want to make sure that you are using words that are specific to what you are doing, and targeted to your niche and audience. This might mean avoiding words that apply across various niches so you don't get the wrong viewers seeing your ad, so consider how the keywords you use are employed in a broader context and test them out in various search engines.
3. **List Benefits, Not Features:** Some people get confused about the difference between benefits and features, and in some instances, they can be the same as your feature may be a benefit. Basically, what you want to do is outline the value of your product or service. For example, if I'm offering to help build affiliate websites and drive traffic to the site, then I want to express that. The benefit is that the client doesn't have to build the site or drive the traffic. The features might include things like the Wordpress platform I use, or the fact that the site is mobile friendly. Therefore, I want to express the fact that they don't have to build the sites or drive the traffic. The features can be used in the sales pitch, but the ad should be the key benefits exclusively.



4. **Creating Curiosity:** Another common approach outside of listing the benefits, is creating curiosity. In short, this just means asking a question. For instance, if I'm offering a tutorial about how to increase traffic, I might have an ad that reads like this: "Want to know how to increase traffic? Find out here." This can be effective, but it can also bring in the wrong people if you don't ask the right question, potentially increasing your click through rate but decreasing your conversion rate, which will increase your costs and eat into your profits. Test this method out in the same ad group with an ad that goes over the benefits of your product or service and see which one works best.
5. **Always Be Improving:** Whenever you see an ad that is doing well, you always want to improve upon it. Keep the ad that is working running, and run another ad simultaneously with some slight alterations. See which one leads to more conversions. Continue making changes until you find one that works better.
6. **Pause Underperforming Ads:** If you see that one of your ads is not performing as well as the others, pause it. Rather than running two ads, one of which doesn't perform as well, you can run one ad that runs more effectively. That way, people who search for your keywords will see the more effective ad. Then you can work and an alternate ad to replace the underperforming ad. Perhaps it was an ad that employed a question. Try rephrasing the question or asking a different one and test it. You want to *pause* the ad, rather than *deleting* it, so that when creating future ads you can go back and see which approaches worked, and which didn't.