

Writing Highly Effective Ads Unrestricted Plr Ebook

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Writing Highly Effective Ads with No Restriction Private Label Rights Ebook Great copy is made, not born. It is derived from proven test results designed to do one thing and do it well: sell. Effective advertising doesn't always use "grammatically correct" English. It uses short sentences, fragments. Like this. It convinces you to buy, and buy now. Period. It talks about benefits, not features. It sells on emotion and reinforces the decision to buy with logic. It paints a compelling picture and irresistible offer that forces your prospect to act and act now! And if it doesn't, then you drop that ad like a hot potato and go with one that does. Effective persuasion is like your top salesperson--the one who continues to break all your sales records year after year--on the job 24 x 7, multiplied by thousands or millions! Just imagine if that salesperson, the one with proven results, could be multiplied as much as you wanted. Now that would be effective (and cost-efficient) marketing! And that's the kind of proven marketing you need to employ.

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