

DrNunley's Biz-Tips

by [Dr. Kevin Nunley](#)

Writing Power Classified Ads

Classified ads can be a very low-cost and effective way to reach a targeted audience. While the daily paper goes to a broad group of homes and businesses, other publications seek more specialized groups of readers. Here are some ways to improve the success of your classified ads.

Pay attention to the first few words of your ad, or the subject line for on-line ads. These are the words that the reader scans. Your first few words, headline, or subject line must be something that will catch your targeted prospect's interest.

Write for just one person. Visualize a person that is typical of your prospects and write directly to that person. Use I, you, and we just like you would in conversation. Make sure you explain your offer clearly. Don't make the reader guess.

About the Author:

Kevin Nunley writes your sales letter, web page copy, press release, solo ad, article, or other one page document. Visit DrNunley.com. Reach Kevin at kevin@drnunley.com.