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Five Easy Ways To Make Your Free Classified Ads Stand Out Even If You're NOT A Copywriter

You've finally decided to sell the sports car you never drive. You know - the one that's taking up precious storage space in the family's garage. You did your study and found quite a few free classified ad sites and can't wait to get started. The earlier you place the ad, the sooner you sell the vehicle. Right? Not so fast. Prospective buyers will only waste a few valuable seconds reading your ad, so make it count! Write something compelling, truthful, and friendly about the article you're advertising and the responses will start rolling in. Here are 5 effortless ways to make your ad copy stand out.

1. Write the way you would talk to a buddy

The best sales people don't talk like sales people. They talk like our pals. People don't buy from sales people, they buy from buddies!

Don't wrestle or bother to use fancy language or promoting lingo. You will sound impersonal. Just imagine the reader of your ad and write the copy as if you were talking to him over a cup of coffee. What would you say? What questions do you think he would have for you? How would you answer? This will help you come up with a more natural approach that makes it simpler for prospective consumers to connect with you. Here are a few examples:

Don't say "individual," say "man" or "woman."

Don't say "concept," say "idea."

Don't say "numerous," say "many."

2. Tell the reader about the benefits of purchasing your product or service and make it personable

Prospective buyers are interested in how your product or service will enhance their quality of life. Is your product worth their hard-earned cash?

Tell them about the Rolex® you are selling and how it will enrich their personal status or image. Tell them about your guitar lessons and how your students amaze their friends when they start to play.

Use "you" to personalize your point. Don't say, "People who don't work out have a higher risk of having a heart attack". You'll do far better if you say, "If you don't work [Brand Levitra](#) out, you have a higher risk of having a heart attack".

3. Give your classified the "Yeah, right!" test

One of the major mistakes people do (even many ad writers) is strive to make guarantees that go through the roof, with little or no proof to back them up. Many ads give you that instant reaction of "Yeah, right!". Here are some evident examples.

"Get rich quick!" Yeah, right!

"Get all the customers you'll ever want" Yeah, right!

"The best and fastest way to lose weight" Yeah, right!

To make sure you pass the "Yeah, right!" test, get a testimonial. A believable reason why your offer is as good as you declare it is or a study from a recognized source that proves your point. The more evidence you can offer in your ad the better.

Offering specific and quantitative data is also effective in breaking the "Yeah, right!" barrier. For example, your prospective clients want to know how many years of experience you have as a stock broker, how many satisfied clients from Santa Barbara you have worked with and so on.

4. Give them some space

Your eyes just landed on a text filled page with a 20 line paragraph, no bullets or sub-headers to help you quickly systematize the key points. Will you continue to read the material? I don't think so - neither will your customers. So make sure you don't have any paragraphs longer than 3 or 4 lines, and don't be afraid to use bolds and italics to help the reader go through text easier.

5. Read your classified ad out loud

Is your flyer compelling and believable? Perhaps the easiest method to test your ad is to read your text out loud. This will tell you if your classified sounds uninteresting or does sound believable and interesting. If it's not what you hoped for, go back to the first four principles I've described. They should help you improve the ad copy.

Follow these initial steps and you'll find yourself crafting better ads than most people. Good luck!

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