

I don't remember things I don't understand. No one does. So your advertising will only make a long-term impact if the message is clear. Otherwise, it will be forgotten within minutes.

That is why it is important to keep your advertising copy as simple as possible. One of the top two reasons marketing fails is because the ad isn't clear.

Here are some imperative tips to keep in mind when writing and designing your ads:

1. No jargon. Many advertisers make the mistake of using their own industry jargon and buzz words when writing their ads. As much sense as they make to themselves, they may not be making a bit of sense to the common consumer.

Remember, your advertising isn't just targeted at your fellow lawyer or your computer engineer friend. You are talking to administrative assistants, mechanics, artists, hair stylists and teachers. If you want their attention, speak the same language they do.

2. Smaller words, bigger impact. In an effort to look smart, we sometimes try to flex our vocabulary muscles too hard in advertising. But advertising speaks to people the same way you speak to a friend. You want to be on the same level, so don't use five syllable words in your copy. It will only come off as condescending and confusing.

After you write something, try speaking it out loud. If you sound like you are reading an excerpt from a literary essay, change it to sound more natural, like your normal style of speech. Remember, as Stephen King advises, "Never say emolument when you mean tip."

3. Don't lose your message in overly complicated copy. Searching for the message in some advertisements can be like separating sand from sugar--you really have to work to find the good stuff.

Only say what you need to say. Keep your message concise. You don't need to tout every magnificent quality of your product or service. Pick one or two of the best features and focus on those.

3. Use phrases that sell. These are familiar phrases that don't make people think hard about the implications. When they hear them, they know exactly what is being said and how to respond.

*FREE for a limited time

*Try us at no charge

*90 day money-back guarantee

*Satisfaction or your money back

Always remember to maintain a sense of control, too. If you spread yourself too thin with side projects you may burn out, and/or neglect the most important opportunities you have going.

Following is an example of a diversification business plan to follow. Make sure to stay flexible, and modify this plan to fit your own business needs.

First -- Make sure that your main business is well-established, and running smoothly. This will ensure that you have extra time to devote to one or more side projects.

Second -- Use your Web site to generate affiliate income. Make a list of as many online companies that you use, or that you know have a strong reputation. Check these Web sites to see if an affiliate program is offered. Many successful web companies like eBay and Amazon offer incredible incentives for placing a banner on your home page. It's basically a referral program that takes care of itself after the initial set-up. What could be easier?!

(For an excellent example of a successful and lucrative online affiliate program, go to: <http://drnunley.com/affiliates.htm>)

Third -- Research other ways to market your business online. There are a plethora of free Web site offers out there. Also, use your existing website to offer a free e-mail newsletter, e-mail more information on your business opportunity, and even link to your OTHER Web sites!

Fourth -- Research other network marketing opportunities that can be marketed solely online. The most effective way to do this is to use a reliable search engine like Google or Yahoo! If there is another work-from-home business out there that works in a similar fashion as the one you currently run, it will be that much easier to diversify. You will already have the training needed to succeed!

Remember, caution is the keyword. Make sure you are well informed before taking your leap. It'll be worth the risk!

Ryan Walker helps people start and succeed in their own businesses. See his popular turnkey business you can run from home at <http://NunleyNetwork.com> Reach Ryan at ryan@drnunley.com

****Article III****

Creating a Successful MLM Business\
Dr. Kevin Nunley

There was a time when Multi-Level Marketing was a dirty word to many people. It conjured up images of uncle Eddy inviting

neighbors over for dinner only to hound them mercilessly to join his organization.

The Internet and America's sharp move toward home-based business has changed much of that. Today MLM companies have huge operations that rival any of America's large corporations. Members don't have to bug friends and neighbors because they can find plenty of opportunity seekers online.

I've watched the MLM industry for years. Lots of people don't make money at it because--surprise--they don't work very hard to make their business a success. On the other hand, I know plenty of folks who worked with determination and were earning six figures within a few years.

Here are some things to consider when setting up your MLM business:

1. Consider how much the business will cost you each month. If one opportunity requires you to buy \$50 in product each month while another wants you to purchase \$200 in product, pick the one you can easily afford month after month.
2. Get into a business that sells consumable products or services. You want customers who use it up and come back for more month after month. Repeat product sales is where the big checks come from.
3. Come up with a marketing routine that keeps you motivated. Talk to people you meet, network online, send out postcards, talk to groups. Find what works best for you, then do it, do it, do it long after anyone else would have given up. In business, being stubborn is an asset.

Kevin Nunley writes sizzling copy that gets sales. See his 300 word and 900 word sales letters at affordable prices at <http://DrNunley.com/copywriting.htm> Reach him at kevin@drnunley.com or 603-249-9519.

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