

How We Compose An Advertisement

Introduction

In this article we're going to explain how we compose an advertisement from scratch.

Before we do anything, we need to decide on what we are going to offer and what niche should be interested in that offer.

Once we have those two things in place, we research the marketplace to see what is out there and what the competition is saying about it.

Organizing our research materials

There are two things that we need to begin composing our advertising:

1. Headline
2. Body copy

If you are going to represent someone else's offer, be sure to see what they offer for headlines/ad copy. Remember that every affiliate that works this product will most likely use this information too. By using their words you will only be one of many saying the same thing and it is doubtful that you will get noticed.

Research the competition and collect the keywords and headlines that get your attention. Plan on changing them to make your words different.

We already know how to make tables in a database where we store relevant information about a campaign. You could do the same or use a simple table from a spreadsheet. You can get a spreadsheet/database from <https://www.openoffice.org/>. *They are free.*

Setting Up Your Tables

One table is used to store Headlines. The other stores keywords and phrases that we will use in our body copy.

As we search the relevant ads that are already out there as well as our source if we are being an affiliate, we retain the data that gets our attention.



This can be a headline or just some key stuff from their ads.

Most vendors provide you with the title, ad copy, and the URL with your link embedded. You can store that information in your tables to be used later.

We use [Clickbank](#) and [PaySpree](#) as sources for affiliated content. One thing that you can do after you have selected the product you wish to represent is to look at the advertising copy from each of the competitors listed at those sources.

Note: Keep using these same tables for every campaign that you do. In this way, you will build an inventory of "headlines" and "keywords/phrases" that might be useable in other campaigns.

The more headlines etc that you can store, the better you will be at getting just the right ones for your campaigns.

Splash Page vs Full Fledged Ad Page

A splash page is frequently used to get the user name and email address for your mailing list or as a lead-in to the full fledged ad page that does all the selling or both.

Sometimes a splash page is also the full fledged ad page with all the sales hype included.

It is important that you have good headlines which will capture the attention of the user and get them to stop what they are doing to see your offer.

In both cases, you want your headline to reflect the sales copy which will in turn match the deliverables that you are offering.

Think of these files as your theft files. Where you "stole" a headline and put it in your database. Of course, you will modify the line a bit to fit your purpose such as taking "The Best Thing Since Sliced Bread" and making it "The Best Money Maker Since The Beginning Of The Internet".

Summary

We have shown you a way to build an inventory of headlines and keywords/phrases. We have discussed ways to gather that information.



Putting it all together is now your job. You select what you feel is a good headline for the product that you are offering and make sure that the sales support information is relevant to the deliverables.

One more thing that we have not mentioned is testing. We suggest that you test your campaigns. See which combinations of headline/ad copy works best for your audience.

When you find a winner, run it in a bunch of different advertising media. See which of those works best for your offer.

You Are Already A Member!

Our primary website is MyChoiceThings.com, which is a membership site. It is also free. You are automatically a member since you signed up for this report. Its function is to provide you with a ground level approach to building a solid foundation for your online business. It assumes that you would be doing things similar to what we are doing.