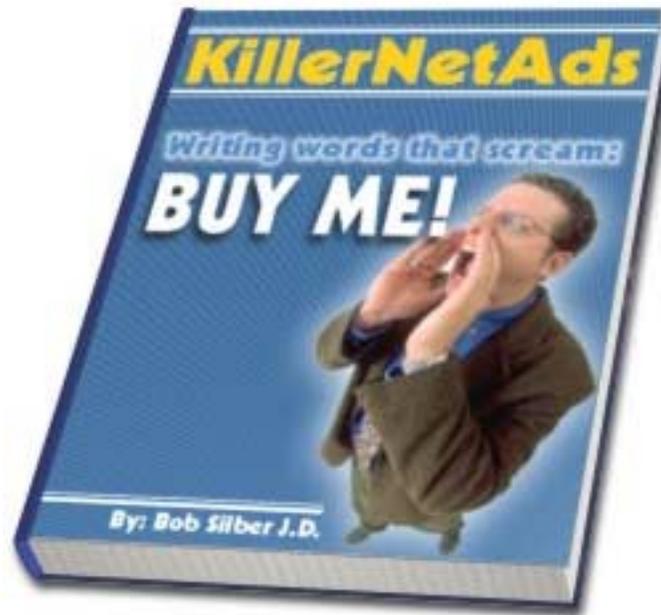


Secrets To Creating Killer Net Ads That Sell

BONUS GIFTS

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Bonus Gifts For "Secrets To Creating Killer Net Ads That Sell"

- ["Lethal Psychological Hooks For Knockout Banners & Ads"](#) A full length book chapter on what they are and how to use them. Scroll down or Click this link.
- [Free Forms Script](#): You can now have free fill-out forms which email you feedback from your website visitors! You do not need to be able to access CGI on your provider's server. You don't even have to know CGI! This will also generate the HTML script for you, so there's nothing complicated to do or learn. <http://www.freedback.com/>
- [Free Screen Capture](#): Free software program Quick Screen Capture for Win95/98: This easy to use utility will capture your entire screen and save it to a bitmap file. <http://www.enteract.com/~funware/sharewar.html>
- [Website Visitor Analysis](#): Free software program that is a small log analysis tool which tracks which browsers and operating systems users of a webpage has. The logfile does not need to be in any specific format. You may save the gathered statistics as a report in text or HTML format or print it directly. The lists may be sorted, either alphabetical or by number of hits. You may also choose to display the browser list with all different versions of the browsers, just the major versions or only the browser titles. <http://www.stefan-pettersson.nu/mozillatracker>
- [Meta Tag Generator](#): Free software program Meta Tag Generator allows you to easily create meta tags for your web site to give you better hits on the search engines every time. <http://www.availsystems.com/mtg>
- [300,000 Free Website Graphics](#): 300,000 free website graphics you can download including icons, backgrounds, balls, clip art, animated gifs, buttons, bars and pictures. <http://www.free-graphics.com/>

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- **Free Affiliate Tracking Software**: Free affiliate tracking software is a database that puts all the ongoing information from your affiliate programs at your fingertips. This unique database will track all of your information including the total amount of sales per affiliate, what's paid, what's in process and how much money you have coming from your receivables.
<http://www.pathfindersoftware.com/>
- **Logo & Banner Generator**: Create free professional logos and banners at this online generator service which provides real-time generation of graphics customized exactly the way you want them. <http://www.cooltext.com/>
- **Free Search Engine Submission Software**: Free software program which allows you to submit your Web site or Web pages to major search engines, and thereby increase your traffic. All you have to do is enter some information about you and your site and with a few clicks, and the software will automatically submit it.
<http://www.antonypr.pair.com/simplesubmit.html>
- **Hundreds Of Free Books**: A free library of hundreds of books online. Read the book of your choice online or download it in zip format for off-line reading at your leisure. <http://sailor.gutenberg.org/by-title.html>

LETHAL PSYCHOLOGICAL HOOKS FOR KNOCKOUT BANNERS & ADS

"It takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast as that!" said the Queen. (From Alice In Wonderland).

So it goes in online marketing and advertising. It takes continuing effort and constant fine tuning to stay in the race. Banners and ads are small but important components of the overall presentation of a dynamic and effective web presence.

The proper advertising and marketing of a web site involves many aspects of an in depth promotional and marketing campaign. "If you build it, they will come" may be fine for the story line of the movie "Field Of Dreams" but not for web sites.

First, ask yourself this simple question. What is the purpose of your banner or classified ad? As you know, there is only one answer. To get the reader to respond.

If the reader doesn't acknowledge your ad or banner, then that is the end of everything else you have done to sell your product or service. Without this successful first stage your presentation is dead.

You will have a short, limited opportunity to compel the reader to action, when they spot your banner or ad. If it doesn't capture the reader's attention, then it won't even register in their mind. It is do or die and you must make an immediate impression on their brain.

That is a challenging and often times fleeting task to accomplish within the allotted time frame of a split second or so. You are about to learn various specific methods that you can utilize to achieve that elusive goal.

The Foundation:

It is important to follow recognized, proven marketing and advertising techniques for not only your whole web site but each individual component as well. In other words do what works.

In fact, the ad and the banner that you use to bring prospects to your domain may be one of the single most important elements in your entire web site marketing campaign. Without a good response rate in that arena, all of your other marketing efforts are really meaningless because they will exist without ever being seen. Analogous to a television commercial on a channel that nobody knows exists.

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A common mistake is trying to advertise your company name, product or sales message in the classified ad or banner. You will not generate the needed traffic to your web site if that is your message content.

There simply is not enough room in the limited space of the ad or banner to sell someone your product or service. Also, the cold reality is the reader could care less about you or your company name.

Having a pretty banner or ad that follows all the artful components of great graphic design for composition, space and balance isn't doing you any good if you don't get a good response rate from it.

In fact, it is much better to have an ugly banner or ad that generates traffic, than a beautiful museum piece that generates nothing. Some irregularity or disharmony in the banner or ad design can attract attention, and that is your goal. Anything that can attract attention should be used to your advantage.

You must capture the reader's attention with an eye catching headline. This arduous task must be accomplished within the limited space of the banner size or ad headline, which inherently limits you to a few words.

If your headline is weak you are never going to get traffic to your web site. Repeat that again and commit it to memory as possibly the most important lesson here. If your headline is weak you are never going to get traffic to your web site!

You must use a psychological "hook" to get the reader to respond or visit your web site where you can effectively deliver your sales presentation. You must capture the reader's interest or curiosity.

Catch 'em With A Psychological Hook:

Free:

Use words that grab the reader's attention. If you can, try to offer something for free. The word free still remains one of the better hooks available as long as the item has value to the reader and targeted to the market you are trying to reach.

"Powerful FREE Newsletter..."

"Free Drawing Today For ..."

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Contest:

Run a contest to generate traffic.

"Enter Our Photo Caption Contest "

"Name This Puppy & Win ..."

"Solve This Puzzle & Win ..."

Rewards:

Try conveying a reward for your reader through your headline. Use words that show benefits.

Positive Rewards:

Positive rewards are conveyed with words that show how the reader can save, gain or accomplish something. How it will increase his or her mental, physical or social well-being.

"Gain Confidence With ..."

"Improve Your ..."

Negative Rewards:

Negative rewards are conveyed with words that show how the reader can avoid, reduce or eliminate negative things in their life such as risks, worries, losses, etc..

"Eliminate ..."

"Avoid Traffic Tickets Forever With ..."

Interrogatory Headlines:

An interrogatory headline that asks a question that makes the reader want to learn the answer is also an effective tool.

"Do You Want ..."

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A Promise Headline:

A promise to tell the reader something is a very effective technique.

"How To ..."

Interactive Headlines:

Another good method is to get the reader involved.

"Test Yourself For ..."

"Take This Quiz To ..."

As always, you must ask the reader to take action. In your ad tell the reader to act now. For your banner add a "click me" button. Studies have shown that the same banner with a "click me" button substantially out performs one without it.

Don't forget, you need to get them to your web site with the banner or ad and then sell them your product, service or message. An effective banner and ad is one of the important first steps in an overall web site marketing campaign. The banner and ad gets the prospect there.

Then you can present your product or service, coupled with an effective marketing presentation to make the sales.

Remember , a winning banner SCREAMS "CLICK ME" and a winning ad SCREAMS "RESPOND NOW" !