The TrafficSwarm Ad Writing Guide

Your guide to successful ad writing

Welcome to the TrafficSwarm Ad Writing Guide!

Our goal is to help you understand the three simple steps that can lead to your ad getting more clicks than ever before. More clicks means more traffic. And, as you know, more traffic means more sales, bigger affiliate checks, and more of the success you deserve!

With well over 100,000 members in TrafficSwarm, we've seen many ads. Some were good. Some were great. And some were … ugly.

After you read the TrafficSwarm Ad Writing Guide, you will be able to crank out great ads anytime you need them.

I hope you enjoy, and profit from, the TrafficSwarm Ad Writing Guide.

All the best,

Tony Cook
President, Traffic Swarm

P.S. Are you a Pro Member yet? Pro members can promote an unlimited number of sites using TrafficSwarm; get 1000 free credits every month and more. If you're not Pro, you should be! Learn more about going Pro now at http://www.trafficswarm.com/upgradetopro.pl

Welcome

As a TrafficSwarm member, you know that we are committed to brining you as much targeted traffic as possible. Member ads are displayed in the browsers of our network of over 100,000 members and, when people see an ad that moves them to click, they click that ad and you get traffic.

Our purpose in this report is to help you create **an ad that moves people to action** and causes them to click on your ad, visit your site, and buy your products or services.

So many people spend time and money trying to determine why their site doesn't sell more when the truth is staring them in the face. The truth of which I speak is this. **To succeed online you must have enough targeted traffic to succeed!**

Getting people to click on your ad **is an important first step** in getting enough traffic to your site to achieve your goals.

One of the secrets to success with TrafficSwarm is **writing a great ad.** While many people think that writing a great ad is more art than science, the truth is that when you break an ad into it's three components, ad writing becomes quick and easy.

TrafficSwarm ads offer perhaps more possibility for a great return on investment than any other marketing vehicle. ONE great TrafficSwarm ad can literally be the foundation to success.

Now let's look at the purpose of your ad and then the three elements of what makes a great TrafficSwarm ad.

What is the purpose of the ad?

The purpose of a classified ad is simply **to get the reader to take the next logical step**. In most cases, you will want the reader to click to your web site. Your site may provide reams of information, or perhaps you prefer a "lead generation" approach that asks the reader for their contact details before you reveal complete information.

Either way, your TrafficSwarm ad has **one job and one job only.** That job is to **SELL THE CLICK.**

If the reader doesn't click on your ad NOW, you will have lost an opportunity to make a sale. You have about seven words and **three seconds to get their attention** or the ballgame's over!

They won't read it twice.

That's why, as you will see, the headline is so very important.

One important factor to remember is that the purpose of your ad should rarely be to sell the product!

Trying to sell your product using a small ad (compared to the words one can use on a website) is called **one-step marketing.** One-step marketing is most effective for **products where there is already a perceived value** and you have some competitive edge, like price.

For example, let's say you sell Michelin tires. In addition, let's say you have the **best price ever** on Michelin tires. Even Wal-Mart can't touch your price. Under this scenario, it would make sense to write an ad that touts your low price since **you only want to reach people who want to buy** Michelin tires.

Taking people who respond to your ad directly to an order page, instead of a sales page, would work because **they don't need to be sold** on the tires. They just need to order.

Over the years, it has been proven that **a two-step process works best for most products, and that a two-step process works very well on the Internet.** Most of the ads you've responded to are probably using a two-step method.

Using a two-step method **you use the ad to create an interest (or curiosity) about your product**, then take the reader to your website where **your web copy makes the sale.** That's why we say that the job of the ad is to sell the click. **All that matters is that the person clicks to your website.** If they click, your ad did its job!

Now that you know something about the two methods of writing ads, let's look at the "mechanics" of how to write a great TrafficSwarm ad.

The Three Elements of a Great TrafficSwarm Ad

A TrafficSwarm ad is very similar in structure to a classified ad. A great TrafficSwarm ad contains three essential elements. While they are to be thought of as separate elements, it is when they flow together that you create a great ad.

Best of all, you can often mix and match these three elements from your most successful ads to create a super-ad!

The three parts of a great TrafficSwarm ad are...

1. **The Headline**
2. **The Body**
3. **The Call to Action**

The Headline

You have about seven words, or three seconds, to get people to stop scanning and read your ad. **Once they pass it up, they won't come back and read it.** In light of this, **your headline must grab attention** while being honest to the rest of your ad.

NOTE: Some people use sensational headlines with **no** relationship to their offer in order to grab attention. We don't recommend this approach because **integrity is what sells best long term.** Why tell them you lack integrity with the first words they ever read from you?

One example is the word free. If you really do offer valuable, free information there's nothing wrong with saying so. But if you consider the copy on your website to be that free information, as opposed to a free eBook for example, you will **create disappointment** in the mind of your reader if you use the word free. **Be accurate and specific**, especially when creating expectation and you can't go wrong!

Here are some ideas to help you write a great headline.

- Help them **immediately** understand your offer.
- Begin each sentence with **an action word.**
- Use words like NOW, YOU, MONEY, or FEEL.
- Show your sense of humor.

- Create curiosity.
- Use all caps in the headline only.
- Ask a question.

Psychologists tell us there are **only two things that motivate people to action.** Those two are **fear of loss** and **promise of gain.** Whether these are the only two or not, they are certainly powerful and should be part of every headline**. Appealing to ego also works well**. People love to be the first on the block to own a new invention yet hate to take risks. Consider your audience before you choose how to motivate them.

Remember, **the headline is the ad for your ad.** You are using those 5 to 7 words **only** to sell the reader on reading the rest of the ad.

To help you get a feel for what a great headline looks like, consider these samples**. Each of these headlines has stood the test of time.** Many of them have been partly responsible for the sale of literally millions of dollars worth of products.

- The Secret of Making People Like You

- Do You Make These Mistakes In English?

- You Can Laugh At Money Worries - If You Follow This Simple Plan

- When Doctors "Feel Rotten" This Is What They Do

- How I Improved My Memory In One Evening

- Often A Bridesmaid, Never A Bride

- The Most Expensive Mistake Of Your Life

Do you see how each of these proven headlines is brief yet makes you want to know more? **Creating curiosity is perhaps the best headline writing technique.**

Start a Swap File

One last tip before we move on. Almost all professional copywriters use what is called a "swap file". Sometimes called a "swipe file", this file is simply **a collection of headlines that you find over time** as you read web copy, classified ads, ezine ads, TrafficSwarm ads, and more.

Creating your own swap file is easy. Start a word processing document you can open with a moment's notice. Then when you notice a headline that catches **your** attention, make a copy and put it in the file. Then when you need a great headline, **use the headlines you collected as idea starters.** We would never recommend that you copy a headline word for word, but using a great headline, like the ones above, to stimulate your thinking will help you write your greatest headlines quickly and easily.

The Body Copy

The body of the ad is the place **to sell them on why they should click through.** The key to writing great body copy is **benefits.**

People who read your ads will care about **one thing** … what's in it for them!

The more your ad tells them, very clearly, what **they** will get from your product or service, the more they will click on your ad and buy your products!

Does your offer help them save time? Tell them that. Does it help them make more money? Tell them!

What benefit will they get by making that click? What **return on their investment of time** will they receive by going to your site or getting your email? If you don't answer that question, you won't properly set up the next step, called the call to action.

Here's an easy formula to decide what to put in the body of your ad.

List all the features of your product or service then, next to them, list the benefits of those features. You must write at least one benefit for each feature, or don't use that feature. People buy what your product or service will **do for them**, not only what it will do.

Example

Our software will help automate your daily tasks (feature), which means you will have more free time. (Benefit) (They're buying free time, not automation.)

The key step in writing great body copy is to list all the benefits that your product or service offers and choose the top two or three to place in the body of the ad. Remember to **write them as benefit statements using action words.**

One challenge with short ads is that they don't offer you much room. This means you will have to trim, trim and trim again. Here's an easy way to do that.

Write your ad with no concern to how many words you use. Strike through or delete unnecessary words. Remember that you can use fragments in TrafficSwarm ads. **Short sentences are OK.** Get the point? Understand?

Now count your words. If you are way off count, limit yourself to one benefit instead of two. Keep working until you have a powerful ad that clearly states benefits that people want.

When you finish you should have about **three to five lines of text that clearly state what benefit you can expect** to receive from the product or service being promoted.

The Call to Action

This is a critical part of the ad. Don't skimp on paying attention to **how you ask** someone to take action!

At first blush, it seems like a simple click here will do. And that's where many online marketers make their mistake. Their headline creates curiosity. Their body copy lists the benefits people want. But their call to action **leaves the reader with the feeling** that they are about to be cheated or conned, and that spells disaster for any ad.

The person reading your ad decides at this moment whether or not to click through, so saying the right thing is vital. What this means to you is that you **must keep the call to action simple** and make it **the next logical step.** It's often good to add a qualifier to the call to action by asking a question which can be answered by clicking.

Such a question (using the example above) might be...

Want to save time today? Click the link below.

Or you could write it like this…

Click the link below to save time today!

Where possible add an **action word** that convinces the reader to take action now.

HOT TIP: The best formula for writing a compelling call to action statement is to restate the main benefit. Let's say that your product is one that saves time for the customer. In your body copy, you tied saving time (the feature) to spending more time with the family (the benefit). A call to action statement like "Click here to begin spending more time with your family today!" would work well.

In Conclusion

As with every aspect of online marketing, testing is the key to success. Each element of your ad, the headline, body copy, and call to action, deserve a thorough test. Once you find a great headline, use it with several different sounding ads to see which pulls the best result.

Of course, it's vital that you use an ad tracker to determine which ads pull the best results. The ad tracker we wholeheartedly recommend is AdMinder. Long considered the Gold Standard of ad trackers, AdMinder is easy to use and delivers the detailed information you need to know. Learn more about AdMinder on our Tools page at http://www.trafficswarm.com/tools

Using the simple techniques above you should be able to fashion an ad that works well and produces consistent profits. As with all advertising, you must test, test and test again to know what works.

One more quick list. Once you have your ad written, be sure and do the following. We do this with every ad we run and it has saved us time and embarrassment. We hope it does the same for you.

- Pay close attention to capitalization and punctuation.
- Use a spell checker but don't trust it completely. Proof read your ad!
- Format your ad to 65 character hard return.
- Turn off word wrapping when you write your ad.

- Email the ad to yourself to see how it will look.
- Click on each link yourself to make sure they work.
- PROOF READ several times.
- Have someone else read your ad.

That's it. Now you know the basics of writing a great TrafficSwarm ad. Armed with this knowledge you are free to search the web for great products to sell, write a killer ad, and make TrafficSwarm do the work of sending highly targeted traffic to any site you choose to promote.

On behalf of the entire TrafficSwarm staff, we wish you the best in all you do!

Tony Cook
President, TrafficSwarm