

# SAMPLE ADS

*Ad Tip:*

Top Fitness Equipment!  
Why Pay More?  
Save Online!  
[www.YourDomain.com](http://www.YourDomain.com)

A small classified or display ad doesn't provide enough space to generate sales directly from the ad. Instead, use the ad to generate inquiries from prospects seeking more info or to generate visitors to your store or website.

*Ad Tip:*

Write your ad in complete sentences. Then cut out non-essential words to make your ad the required length. Start sentences with action words. Use short phrases. While you are at it, write several versions of your classified ad.

Fitness Equipment  
Madness!  
Top Names, Low Prices!  
[www.YourDomain.com](http://www.YourDomain.com)

*Ad Tip:*

Best Fitness Equipment!  
Best Prices!  
Order Online – Direct!  
[www.YourDomain.com](http://www.YourDomain.com)

You must take advantage of the few seconds that you have to motivate your reader to want more of what you have to offer. Don't BORE them with general statements.

*Ad Tip:*

The headline of your ad must catch the reader's attention instantly. Surfers scan ads at the speed of light and your ad is competing with a lot of other ads and information for their attention. The headline of your ad must bring that surfer to a screeching halt.

Fitness Equipment  
NEW, REMANUFACTURED  
Best Prices!  
[www.YourDomain.com](http://www.YourDomain.com)

Fitness Blowout!  
New, Used!  
Top Names!  
[www.YourDomain.com](http://www.YourDomain.com)

**Remember; Never place your ads in the "Help Wanted" or "Employment" sections of the newspapers.**

