

## 10 Eye Popping, Jaw Dropping Ad Copy Secrets

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1. Use a hand written letter on your ad copy instead of text. Write the ad on a piece of paper, scan it and publish the ad on your web page. Adding a personal touch will always increase your sales.
2. Publish a list of famous and respected customers who have bought from you on your a copy. People will think that if these people bought from you, they should also trust your business and purchase your products. Make sure to get their permission first.
3. Show before and after photos for your products on your web page copy. Show the problem picture and then beside it, show the picture of the resolution to the problem when they use your product.
4. Include an article or review that has been written about you or your business with your ad copy. This will show people that your business is respected and will increase your credibility.
5. When you offer free bonuses in your ad copy, also list the dollar value beside each bonus. People will feel they're getting a good deal and it will increase the value of your product.
6. Hire a famous person to endorse your product or service. Make sure the person is well known to your target audience. Include their picture and statements on your ad copy.
7. Include your own picture on your ad copy. This will show people that you're not hiding behind your ad copy and will increase their trust. Also, include your contact information below the picture and a brief statement or quote.
8. Tell your potential customers on your ad copy that you will donate a percentage of their purchase price to specific charity. This will show them you really care about the people. They may just buy your product to donate to the charity.

9. Ask your potential customers plenty of yes and no questions in your ad copy. The questions should remind them of their problem and make them think about what will happen if they don't purchase your product.

10. Tell your potential customers they will receive a free prize if they find the five words in your ad copy that are misspelled or spelled backwards. The longer you can keep someone reading your copy the greater chance of them purchasing.

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Learn more at <http://www.retirebeforeyourfriends.com>

### About the Author

Roderick Armstrong is a successful business entrepreneur and consultant. He has consulted for Fortune 500 companies and has also launched numerous online and offline businesses. His advice has been sought after by the business community for almost 20 years. Prior to his business experiences, Roderick served as a military officer for 10 years in the US Army with service in Korea, Germany and in the United States. Roderick is available for speaking engagements and may be reached at [armstrong.rod@gmail.com](mailto:armstrong.rod@gmail.com). His website address is <http://www.retirebeforeyourfriends.com>

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