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Five Easy Ways To Make Your Free Classified Ads Stand Out Even If You're NOT A Copywriter

You've finally decided to sell the sports car you never drive. You know - the one that's taking up precious storage space in the family's garage. You did your research and found several free classified ad domains and can't wait to get started. The quicker you place the ad, the faster you sell the car. Right? Not so fast. Prospective buyers will only spend a few valuable seconds reading your ad, so make it count! Write something compelling, truthful, and likable about the item you're selling and the responses will start rolling in. Here are five trouble-free ways to make your ad copy stand out.

1. Write the way you would talk to a pal

The best sales people don't talk like sales people. They talk like our pals. People don't buy from sales people, they buy from friends!

Don't struggle or bother to use fancy vocabulary or promoting language. You will sound impersonal. Just visualize the reader of your ad and write the copy as if you were talking to him over a cup of coffee. What would you say? What doubts do you think he would have for you? How would you answer? This will help you come up with a more natural approach that makes it easier for prospective buyers to connect with you. Here are a few examples:

Don't say "individual," say "man" or "woman."

Don't say "concept," say "idea."

Don't say "numerous," say "many."

2. Tell the reader about the benefits of buying your product or service and make it personable

Prospective buyers are interested in how your product or service will improve their quality of life. Is your product worth their hard-earned cash?

Tell them about the Rolex® you are selling and how it will enrich their personal status or image. Tell them about your guitar lessons and how your scholars amaze their friends when they start to play.

Use "you" to personalize your point. Don't say, "People who don't work out have a higher risk of having a heart attack". You'll do far better if you say, "If you don't work out, you have a higher risk of having a heart attack".

3. Give your classified the "Yeah, right!" test

One of the major mistakes people do (even many ad writers) is strive to make guarantees that go through the roof, with tiny or no proof to back them up. Many ads give you that on the spot reaction of "Yeah, right!". Here are some obvious examples.

"Get rich quick!" Yeah, right!

"Get all the customers you'll ever want" Yeah, right!

"The best and fastest way to lose weight" Yeah, right!

To make sure you pass the "Yeah, right!" test, get a testimonial. A believable motive why your offer is as good as you declare it is or a study from a recognized source that proves your point. The more evidence you can offer in your ad the better.

Offering detailed and quantitative facts is also effective in breaking the "Yeah, right!" barrier. For instance, your prospective clients want to know how many years of experience you have as a stock broker, how many satisfied clients from Santa Barbara you have worked with and so on.

4. Give them some space

Your eyes just landed on a text filled page with a 20 line paragraph, no bullets or sub-headers to help you quickly systematize the main points. Will you continue to read the material? I don't think so - neither will your buyers.

So make sure you don't have any paragraphs longer than 3 or 4 lines, and don't be afraid to use bolds and italics to help the reader go through text easier.

5. Read your classified ad out loud

Is your flyer compelling and believable? Perhaps the easiest way to test your ad is to read your text out loud. This will tell you if your classified sounds boring or does sound believable and interesting. If it's not what you hoped for, go back to the first four principles I've described. They should help you improve the ad copy.

Follow these first steps and you'll find yourself crafting better ads than most people. Good luck!

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