

# ROI Revolution's PPC Ad Writing Quick-Reference Guide

Powerful Words	Tips and Tricks					
<ul style="list-style-type: none"> <li>•How to</li> <li>•Exposed</li> <li>•Secret</li> <li>•Download</li> <li>•Guaranteed</li> <li>•Step-by-step</li> <li>•Shocking</li> <li>•Incredible</li> <li>•Free</li> <li>•Tricks</li> <li>•Learn</li> <li>•Save</li> <li>•Discover</li> <li>•Revealed</li> <li>•New</li> <li>•Breakthrough</li> <li>•Miracle</li> <li>•Finally</li> <li>•Perfect</li> <li>•Best-Selling</li> <li>•Instant</li> </ul>	<ul style="list-style-type: none"> <li>•Abbreviate w/ w/o S&amp;H a/b b/c</li> <li>•Use Symbols &amp; # \$ % ! / &lt; &gt; [ ] - = + :</li> <li>•Capitalize the first letter of every word</li> <li>•Swap out a word with a shorter synonym to give more room for other text.</li> <li>•Use your display URL to your advantage -Flowers.com/Red_Roses -Red_Roses.Flowers.com</li> <li>•“Put your headline in quotes”</li> <li>•Offer a discount in % off or \$ amount.</li> <li>•Reword “Free Shipping” to say “Free S&amp;H”</li> </ul>	<table border="1" style="width: 100%;"> <thead> <tr> <th style="background-color: #cc0000; color: white;">Proven Ad Ideas</th> <th style="background-color: #008000; color: white;">Approaches to Ad Text</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>•Do you make these mistakes?</li> <li>•Who else wants a ____?</li> <li>•Are you ashamed of ____?</li> <li>•Seven deadly ____ mistakes.</li> <li>•Throw away your ____</li> <li>•Do you have the courage to ____?</li> <li>•How I ____ in one evening.</li> <li>•The real truth about ____</li> <li>•Tired of ____?</li> <li>•Frustrated with ____?</li> <li>•Can you afford not to ____?</li> <li>•Don't buy until you've ____.</li> <li>•The best-kept secret in ____.</li> </ul> </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>•Emphasizing an immediate or rapid result</li> <li>•Using metaphors or word pictures</li> <li>•Phrase the ad as a question</li> <li>•Stress the “try before you buy” proposition</li> <li>•Make a guarantee</li> <li>•Challenge the ad reader (“Discover the...” “Experience the...”)</li> <li>•Make a time-sensitive offer</li> <li>•Tell a story in your ad</li> <li>•Create trust</li> <li>•Compare your product to another</li> <li>•Divulge insider information</li> </ul> </td> </tr> </tbody> </table>	Proven Ad Ideas	Approaches to Ad Text	<ul style="list-style-type: none"> <li>•Do you make these mistakes?</li> <li>•Who else wants a ____?</li> <li>•Are you ashamed of ____?</li> <li>•Seven deadly ____ mistakes.</li> <li>•Throw away your ____</li> <li>•Do you have the courage to ____?</li> <li>•How I ____ in one evening.</li> <li>•The real truth about ____</li> <li>•Tired of ____?</li> <li>•Frustrated with ____?</li> <li>•Can you afford not to ____?</li> <li>•Don't buy until you've ____.</li> <li>•The best-kept secret in ____.</li> </ul>	<ul style="list-style-type: none"> <li>•Emphasizing an immediate or rapid result</li> <li>•Using metaphors or word pictures</li> <li>•Phrase the ad as a question</li> <li>•Stress the “try before you buy” proposition</li> <li>•Make a guarantee</li> <li>•Challenge the ad reader (“Discover the...” “Experience the...”)</li> <li>•Make a time-sensitive offer</li> <li>•Tell a story in your ad</li> <li>•Create trust</li> <li>•Compare your product to another</li> <li>•Divulge insider information</li> </ul>
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Best Practices
<ul style="list-style-type: none"> <li>•Use the ad group's keywords in the ad copy, specifically the headline.</li> <li>•Sell the benefits of your product or service, not features.</li> <li>•Use a call-to-action (“act now”, “get free report”, “book an appt”)</li> <li>•Test at least 2 ads simultaneously</li> <li>•Make your ad stand out from your competitors. Do a search and analyze their ads.</li> <li>•It's rarely effective to include your company name or domain in your ad text. That's what the display URL is for.</li> <li>•Choose a website name that's very descriptive for your niche.</li> <li>•The sole focus of an ad is to get the user to click the ad. Not to sell a product. The landing page sells the product.</li> <li>•Use a thesaurus. Always.</li> <li>•Content network ads have to grab the reader's attention. The reader is in research mode, often reading articles, blogs, and news. Ads that sound like lead-ins to other articles or posts often work well.</li> <li>•Use exact numbers instead of rounding (e.g., “Make \$21,468” instead of “Make \$21k”). It's more believable.</li> </ul>

Before you pause ads...
<ul style="list-style-type: none"> <li>•Always keep a close eye on “% served”. Pausing an ad with a higher % served may cause you to lose traffic.</li> <li>•It will be important to monitor conversion rate and cost/conversion of each ad. An ad with a higher CTR might contain text that's a bit misleading, or cause a disconnect between the ad and landing page or offer. This can cause a low conversion rate and high cost/conversion.</li> <li>•Be sure to check different date ranges to ensure your winning ad really is a winner. Typically, the longer the date range the better.</li> <li>•Check the change history to make sure you haven't made any significant changes during this time. This includes bid changes, negative keywords, new keywords added or removed, and changes to campaign settings.</li> </ul>

Example AdWords Ads
<p><b>Same-Day Flowers for Less</b> Beautiful Fresh Flowers Under \$25 “Best Value Flowers” - CBS News <a href="http://www.FromYouFlowers.com">www.FromYouFlowers.com</a></p>
<p><b>My Sons Story of Fs to As</b> My ADHD story of how we cured ADHD with “3 Steps To Conquering ADHD” <a href="http://ADHDCured.com">ADHDCured.com</a></p>
<p><b>Be Guitar God In 115 mins</b> Rule the guitar neck by learning The 3 killer guitar control secrets <a href="http://www.GuitarControl.com">www.GuitarControl.com</a></p>
<p><b>“Go Away Panic Attacks”</b> I Suffered From Anxiety, Nothing Worked Until I Tried This 1 Secret. <a href="http://www.Cure-Anxiety-Attacks.com">www.Cure-Anxiety-Attacks.com</a></p>
<p><b>14,286% Penny Stock Gains</b> Our Penny Stock Picks are not only Free, But 100% Accurate - Join Now <a href="http://www.NYStockReport.com">www.NYStockReport.com</a></p>
<p><b>Top 10 Acne Treatments</b> Consumer's Favorite Acne Treatments See Which Acne Product Really Works <a href="http://www.ConsumerAcneReviews.com">www.ConsumerAcneReviews.com</a></p>
<p><b>Shocking Truth of Forex</b> Many Gurus don't want you to know and it may cost you thousands... <a href="http://AndyshearmanForex.com/Forex-Truth">AndyshearmanForex.com/Forex-Truth</a></p>
<p><b>Baseball Hitting Tips</b> Controversial new website reveals baseball hitting secrets. <a href="http://www.learnbaseballhitting.com">www.learnbaseballhitting.com</a></p>
<p><b>Stop Panic Attacks</b> I have a trick that can Instantly Stop Panic Attacks <a href="http://ilovepanicattacks.com">ilovepanicattacks.com</a></p>
<p><b>GEICO Car Insurance</b> GEICO could save you over \$500. How much could you save? <a href="http://www.GEICO.com">www.GEICO.com</a></p>
<p><b>“Resveratrol Warning”</b> Caution! Want to Try Resveratrol? Read This Warning Before Buying. <a href="http://Resveratrol.Dr-Morris.com">Resveratrol.Dr-Morris.com</a></p>
<p><b>2009's Quit Smoking Chart</b> Which Quit Smoking Products Work? You'll Be “Shocked” What We Found! <a href="http://www.Quit.Smoking-Rankings.com">www.Quit.Smoking-Rankings.com</a></p>
<p><b>Prepare to be Shocked</b> Millions have already taken this amazing test. What's your RealAge? <a href="http://RealAge.com">RealAge.com</a></p>
<p><b>I Made \$52,923 In 5 Days</b> Mailing Cheap Little Postcards. It's Simple...I'll Show You How! <a href="http://PostCardProfits.com/Earn_Money">PostCardProfits.com/Earn_Money</a></p>