

SOLO AD SECRETS



The Complete Go-To Guide for
MASTERING SOLO ADS

Table of Contents

- Introduction To Solo Ads
- Step #1: Crafting Your Solo Ad Subject Line
- Step #2: The Anatomy of Good Solo Ad Copy
- Step #3: Testing and Tracking Your Solo Ads
- Step #4: Paid vs. Free Solo Ads
- Step #5: Choosing The Right Solo Ad Publication
- Step #6: Solo Ad Secrets
- Step #7: Conclusion

Introduction to Solo Ads

Pound for pound "Solo Ads" are THE most cost effective ads you can ever buy in any publication. If you are looking to generate leads and sales by leveraging other marketers' newsletter subscribers, Solo Ads may be a marketing method worth considering.

However, many marketers have only some vague ideas on how to properly use them.

Solo Ads are thought to be the most effective form of email marketing and, when done right, can be a very simple and profitable way of advertising on the Internet. As with any other marketing method, there is no iron-clad 100% guarantee that solo ad marketing will lead to ultimate success and riches beyond compare. It involves risk. If you don't know what you are doing, you can lose lots of money.

There are a few simple strategies to follow and apply when it comes to Solo Ad marketing. This eBook is designed to help online marketers and email marketers understand how to use Solo Ads properly, and outline step by step strategies to improve the results of your solo advertising campaigns.

What is a Solo Ad?

A solo ad is an advertisement that goes out to a publication alone, without any competing articles, news or other resources. It is also delivered straight to a reader's inbox and does not appear in any newsletter directly.

Why is this so much more effective than other forms of email marketing?

Solo Ad marketing allows you to control the process from start to finish. There is no competition with other ads or content in the email that may distract the reader's attention. It's just your ad and the reader.

The subscriber's eyes are focused only on your ad, and you are given much more space to tell the reader about the features of your products, services and programs.

That's why it's imperative to design a catchy solo ad campaign that grabs your reader's attention and has a strong call to action.

Your number one priority with your solo ad campaign is to produce an ad that results in a high open rate (that is the number of people that open your email to read it).

While solo ads are a paid marketing method (we'll talk about free vs. paid solo ads), if done effectively it is a method that can give you the exposure your products and services need.

In this guide you will learn how to create a successful solo ad which depends on the following elements:

1. Hypnotic Subject Line
2. The Ad Copy
3. The Landing Page
4. Your Offer

5. The Ezine Publishing Your Ad

You will also learn how to test your solo ad for maximum effectiveness, and get tips on what to avoid when putting together your Solo Ad campaign to increase conversion rates and profits.

Solo Ad Subject Line

The subject line of your solo ad is extremely important. A subject line is the title or headline of your email message. Your subject line will, initially, be the one and only thing the email recipient sees in their inbox. Your subject line determines whether someone will be interested enough to open and read that mailing and ultimately act upon your information.

Why is the Headline Important?

You can have a great product, a captivating landing page and great copy; BUT you can lose hundreds, if not thousands, of dollars if the reader never opens your email.

The headline is the point where you have ONE shot to make an impression great enough to grab the reader's attention. If the solo ad subject line is not compelling, the reader will simply delete it.

The Anatomy of a Great Subject Line

When creating solo ads, your subject line is the most powerful element of the entire solo ad campaign.

Let's take a look at how your subject line should be constructed for maximum open-rate.

- o Never personalize and use the recipient's first name in the subject line of your solo ad
- o Construct a subject line that is maximum 500 characters long
- o Use Attention Grabbing Subject Lines
 - o Controversial (but not misleading)
- o Avoid
 - o Lose
 - o A Dollar Amount
 - o Hello
 - o Free
 - o Do You Have
 - o Do you want
 - o Do you
 - o As seen
 - o At no cost
 - o CHEAP
 - o For only
 - o FREE
 - o Guaranteed
 - o Low rates
 - o Money bonus
 - o Will help
 - o Your family
 - o Weight loss
 - o Your bills

- o Percentages greater than 100%
- o Savings
- o Leave out questions marks
- o Limit use of exclamation marks
- o Avoid all capitals
- o Minimize white Space

What An Effective Solo Ad Title Should Look Like

So now that you know what NOT to do for your solo ad headline, let's take a look at examples of how to construct a headline that converts.

1. Are you struggling with your profits online?

This evokes curiosity and garners interest

2. How to craft a marketing game plan that gets results?

This evokes curiosity and garners interest

3. Who else wants to know how to generate more profits online with less work?

This type of subject line suggests to the reader that other people know something he or she doesn't.

4. They didn't believe I could make money using Facebook, but I did!

People are always interested in the underdog and how people defy the odds to achieve success.

5. Secrets to becoming a 6 figure entrepreneur from home.

Who's not interested in insider or inner circle information?

6. How to launch a successful social media campaign?

This evokes curiosity and garners interest

5. How I created a successful 6 figure business in 90 days

We are all interested in knowing how another ordinary person like ourselves has achieved something.

6. How Twitter made me rich in 30 days

More specific variations of 'How To' examples using numbers

7. 10 Steps/Secrets/Ways/Tips to...creating solo ads that convert

People like lists and steps on how to accomplish things

9. WARNING/ATTENTION/ALERT/: This one mistake can cost your online business thousands ...

Your ability to provide products and services that create solutions and solve their problems

10. **Why is your online business in the dumps...?**

Ask a question that to which everyone wants the answer.

Never create a headline that is misleading, false or unethical. These types of headlines can only lead to one thing - less profits!

No one wants to be tricked, conned, cheated or taken advantage of. A misleading subject line is bad marketing and should be avoided at all costs.

Testing Your Subject Lines

As any serious marketer would do, knowing your metrics and testing the effectiveness of your ads is essential to marketing success.

Test your subject line, the ad copy, the price points, and other variables one at a time to determine what can be refined and improved.

Note: Make sure you are only changing one variable at a time.

How To Test Your Solo Ads

Before you plop down your hard earned money on a solo ad campaign here is a list of steps you can take to test the effectiveness of your ads.

1. Ask others for feedback or opinions

- a. Friends
- b. Family
- c. Peers

2. Split test among your email list subscribers

Divide your email list and send different headlines to different groups. Keep the email body the same, but change the headline. Most autoresponder software services provide split test features.

I also recommend using a tracking program for you campaigns such as: [Easy Tracker Pro](#)

3. Try free solo ads

Test your solos ads within the same ezine newsletter. I have a list of FREE & small fee solo ad resources [HERE](#).

4. Try free classified ads

Post some classified ads and link to your landing page

5. Create a small Google Adwords campaign

Each ad will be a headline for your solo ad

6. Use Emotional Marketing Value Headline Analyzer

This free tool will analyze your headline to determine the [Emotional Marketing Value](#) (EMV) score

Proofing Your Solo Ad Title

Once you have determined which solo ad you are going to run with, you want to do two things to ensure your solo ad goes off without a hitch.

1. Subscribe to the ezine or newsletter prior to placing your order to get a visual of how other ads look.
2. Contact the sellers and ask them how your solo ad will look. Request a template or provide them with your solo ad and ask them to send it back to you the same way they'd send it to their subscribers.

Creating The Ad Copy

After you've crafted a compelling and high converting headline, one that piques interest and grabs the reader's attention, the next component of a successful solo ad is the ad copy itself.

You always want to use up all of the solo ad space that you purchase and create a solo ad that is unique and engaging.

The mark of a great solo ad is one that readers can relate to, so always use language that is less formal and more conversational.

You want people to like your ad copy, not be offended or repulsed by it! So while you are trying to make sure you are not too formal, make sure you are polite and don't use language you wouldn't use in front of your grandmother.

The Solo Ad Format

You want to format your solo ad in a way that will create the most bang for your buck. That means creating copy that flows, uses paragraphs and contains words with impact.

The first paragraph of your solo ad is important! You must engage the reader and pique curiosity. Your goal is to make the reader want to continue reading your email from start to finish and convince them they need what you have to offer.

The words you use and how you structure your sentences is a huge determining factor when it comes down to the effectiveness of your solo ad.

Words To Use

Powerful verbs: boost, build, burn, conquer, create, discover, explode, find, gain, hurry, improve, maximize, profit, push, reveal, save, simplify, slash, solve, succeed, unleash, win

Powerful nouns: abundance, advantage, bargain, benefit, challenge, chance, discount, expert, fortune, gift, miracle, opportunity, power, proof, result, reward, secret, surprise

Powerful adjectives: absolute, affordable, astonishing, attractive, authentic, best, better, complete, confidential,

crucial, delightful, easy, efficient, excellent, exceptional, exciting, exclusive, extraordinary, extreme, famous, Fantastic, genuine, huge, important, impressive, incredible, influential, ingenious, innovative, invaluable, invincible, limited, magical, marvelous, new, outstanding, outrageous, overwhelming, popular, powerful, professional, profitable, proven, rare, remarkable, revolutionary, sensational, shocking, simple, spectacular, strong, terrific, tremendous, ultimate, unbelievable, uncovered, unique, unlimited, valuable, wonderful

Words To Avoid

Words To Avoid In Your Ad Copy

Just as there where words and phrases we want to stay away from when crafting your subject line, the same rules apply to your ad copy. Here is a list of words and phrases to avoid so that your solo ads get read, and don't end up deleted or in the spam folder.

Avoid using FREE

Avoid using phrases starting with "no"

Avoid 100% guaranteed

100% guaranteed

amazing

as seen on national TV

bad credit

banking laws

be your own boss

best rates

Bill 1618 (*comment: U.S. Senate Bill regarding unsolicited commercial emails*)

billions of dollars

... boss ...!

call now

Dear Friend

Dear [something]

earn \$... per week

earn/earning money

email marketing

extra cash

fantastic deal

financial freedom

for only \$... (*don't use 'for only' some amount of cash*)

full refund

get paid

get started now

hey bro,

HR 3113 (*comment: US spam law*)

if you do not wish to receive any more

invaluable marketing information

join millions of Americans

lower your monthly payments

lowest price

make money or money making

marketing partner

millions of dollars

... money ...!

money back guarantee

... more ...!

more traffic

Multi Level Marketing or MLM

one time mailing

online pharmacy

opportunity

order now

potential earnings

prices are affordable

rich

satisfaction guaranteed

save thousands

save up to

see for yourself

serious cash

serious inquiries only

special offer

special promotion

strong buy

targeted traffic

this advertiser

this is an advertisement

today!

to stop further distribution

UCE-Mail Act (comment: in U.S.A., Unsolicited Commercial

Electronic

Mail Act of 2001)

unclaimed money

what are you waiting for?

while you sleep

why pay more?

why wait?

work at home

your income

Don't alter words in an attempt to avoid being filtered

Example

Av0id

F.ree

guaran'tee

M.LM

*mo*ney or m0ney*

More weak words: actually, almost, already, approximately, but, contract, could, credit card, crisis, expensive, hope, if, nearly, not, rather, seem, sign, somehow, somewhat, that, try, use.

Example: "This program is **not** MLM". It's better to say what that program is instead of saying what it is not. By saying what that program is not, you only confuse the reader. Nobody is interested in what you do NOT offer.

Errors To Avoid When Writing your Solo Ad Copy

Do not:

- make grammatical and spelling errors
- use excessive exclamation marks
- write copy that is vague
- say what your service/product/program is NOT
- include a bunch of HYPE

- use long expressions when you can use shorter ones having the same meaning - Keep sentences short (between 15 - 20 words)
- use slang or cellphone talk. No abbreviations such as LOL, BTW, etc.
- forget who you are talking to (your target market)

Do use:

- Use short words (for example use "ad" instead of "advertisement")
- Use active verbs for a more powerful impression
- Use lists where appropriate
- Use a strong call to action- tell readers what to do next ("Buy this now while it's still available!")

Next you must decide on whether to use a HTML or TEXT Solo Ad.

While there are pros and cons to both (HTML is trackable, while TEXT adds a "familiarity" factor to it) most marketers avoid HTML solo ads.

How To Use a Johnson Box

A Johnson Box, used a lot in email marketing can be used in your solo ads as well.

What is a Johnson Box?

A Johnson Box consists of a few lines of text typically placed at the very top of the email which contains the main message of your email.

Why should you consider using a Johnson Box?

If the reader has an email client that has a preview window, many times they are able to read the contents of the Johnson Box without ever having to open the email and if it's laid out correctly, containing the right text, a Johnson Box can pique the reader's attention, prompting them to open and read the email in its entirety.

What A Johnson Box should include?

- State a problem
- State a solution to that problem
- A link to where the solution can be found

If the Johnson Box contains a link, the reader may be compelled to click on the link without opening the email.

Example of A Johnson Box

Do you want a simple home business but
you're tired of the HYPE and the LIES
found on the Internet? I found a profitable
& LEGIT business opportunity here:

<http://www.YourLink.com>

A Johnson Box can increase your chances of a reader opening your email and thus increase your profits so whenever possible, use a Johnson Box.

Note: make sure your link is no longer than 60 characters. If your link is longer than the recommended length use a free link shortening service such as bit.ly or tinyurl.com.

Also make sure the link is clickable (starting with http://. You don't want to lose prospects because they could not click on an active link. Not everyone will copy and paste the link into their browser so make sure you take care in making sure the link in your solo ad is clickable.

Warning About Affiliate Links

Affiliate links pose the following problems:

#1 They are easy to steal: If you have an affiliate link that includes your username, it is easy for the buyer to replace your username with their username, which negates your sale.

#2 Affiliate links can be long and ugly which can cause the link to be broken in two pieces by the recipient's email software and long affiliate links just scare people.

Again, hide your affiliate link by using bit.ly or tinyurl.com. You can also purchase a catchy domain name from Go Daddy or a similar service and redirect the new link to your affiliate

site. This allows you to promote the link using your own domain name.

Note: Do not use a domain name that contains MLM.

Tracking Your Solo Ad Links

It is always a good idea to track the results of your solo ad and that includes tracking the links themselves. This is probably one of the most important things to do when you are advertising online with solo ads.

By tracking the links in your ad you can see how many subscribers clicked on the link. If you have no clue as to the number of people who are clicking on your ad, then you will have no idea how successful your solo ad is performing. If you can see that you are getting a lot of clicks on your ad, but very few opt ins, then you may have to improve your landing page. If you get very few clicks and you are advertising in a list that you figure to be good, maybe you need to redo your solo ad.

For example: Say you have 2 different solo ads and both yielded 5 sales.

Solo Ad # 1 - 15 clicks and 5 sales

Solo Ad # 2 - 30 clicks and 5 sales

Well obviously you can see right away that the conversion rate for solo ad #1 is more effective. 15 subscribers actually clicked on your link, 5 ordered your product, and 10 left

without making a purchase while 30 people clicked on solo ad #2, 5 ordered your product, but 25 people left without making a purchase.

Now while 25 people left Solo Ad #2 without purchasing, the ad itself generated more interest.

Research shows that it takes up to 7 exposures for someone to buy. If you were to resend the same solo ad, you may very well get more sales for solo ad #2 than #1.

Now let's say for Solo Ad #1 - 15 clicks and 0 sales and for Solo Ad # 2 - 30 clicks and 1 sale. This lets you know that your sales letter or page needs some work.

Always make sure you track your ads so you can determine which part of your sales process needs work.

Again, consider using an easy tracking system like [Easy Tracker Pro.](#)

Personalizing Your Solo Ad

We discussed earlier that it was not effective to personalize your Subject Headline, but what about the Email Ad Copy itself.

There have been reports done that show personalizing the ad copy resulted in increased click rates.

The dilemma is this: Do you risk personalizing the ad copy only to have to publisher insert the wrong code in the email, instead

of subscriber's first name; OR do you cross your fingers and hope the publisher formats the email correctly and anticipate higher click rates?

Include A Strong Call To Action

What is a call to action?

A call to action is a statement that tells people what to do next to get additional access to more information or to place an order for the product or service advertised in your solo ad.

Examples of a strong call to action:

Click here today for more information

Click here to buy now

Click here to get instant access now

Click here to discover how to make \$1000 in the next 7 days
online

Click here now to lose 7 pounds in 7 days

Why do you need a call to action?

A call to action gives explicit instructions to the reader on what you want them to do next. It also trains people to click on links.

A good call to action highlights the benefits the reader will get if he or she clicks on the link. It offers a solution to

their problem. When you can pinpoint the reader's problem and offer a solution, you've achieved your goal.

The Solo Ad Landing Page

You always want to use a lead capture page. This is very important. You do not want to leave money on the table by not using a lead capture page. Our example that we use click [HERE.](#)

When you use a lead capture page, you can drive traffic from your solo ad to your own email subscriber list. Building your own subscriber list is crucial as it will be the #1 asset you have online and is vital to your online business success. When you have your own list you have the opportunity to market and promote your products over and over again.

Building Trust and Credibility

When creating a solo ad, it is important to establish trust with your reader. A great way to establish that trust is to sign your solo ad and add your email address.

Why?

This humanizes the email and reminds the reader that they are talking to a real person.

The Post Script of Your Solo Ad

Make sure to add a P.S. to your solo ad. The Post Script or P.S. of your solo ad is the last important component you must take

care of. Research has shown that readers will read the first few sentences and the very end of your solo ad and skim or skip the ad copy in between.

How to construct your P.S.

Example# 1: Restate the main benefit or feature of the service or product you are promoting

Example #2: Offer an additional bonus to entice the reader to take action

Testing your ad copy

Just as you want to test your subject line you also want to test your ad copy. Remember, when testing the effectiveness of your ad copy, change one variable at a time so you can pinpoint what adjustments make the biggest impact.

So, when you test a variable, don't change anything else. Test one thing at a time.

Here is a list of the variables you can test in your ad copy:

The first paragraph (Send the same offer but change only the first paragraph)

The length (Which solo ad generates more sales? The long or the short form of your ad copy?)

The offer [Test different discount offers (5% vs. 10%, 10% vs. 25%)] to see the responses you generate. You can even change the length of time the offer is being made available.

The price (Test different price points to see how it affects the number of sales? Also try not mentioning the price at all within the solo ad to see which converts better.

The call to action (Try a few variations of your call to action)

The P.S. (change the features listed in the P.S., play with the offer or copy to see what gets the best response)

Paid Vs. Free Solo Ads

Many marketers new to Solo Ad marketing wonder why they should pay for a solo ad when there are so many FREE options (safelists, text ad exchanges)

While free solo ads seem enticing, especially for cash strapped newbie marketers, ask yourself this one simple question. When was the last time you got something of real value for free?

There are a number of free solo ad options that you need to be aware of, but just because a solo ad is free doesn't mean it is better. In fact, more often than not, free solo ads yield poor results.

Most of the solo ad freebies are valued at what you pay for them. If you pay nothing, don't expect to get a whole lot in return.

Types of 'free' solo ads:

#1 Contest Solo Ads:

There are publishers that put together contest that reward the winner with the publication of a free solo ad.

#2 Click to Play Solo Ads or Solo-Ads Ezines

Some marketers earn credits through "get paid to read emails programs" that they use to purchase solo ads that are distributed to the other users of the program.

How does this work?

The more links you click the more credits you earn. You can use these credits to send your own "free" solo ad. The most popular get paid to read emails program is a Solo-Ads Ezine.

As a subscriber, you'll get Free Solo Ads in a variety of different ways...

- Earn free solo ads by reading your email
- Earn free solo ads by referring subscribers
- Win free solo ads in exclusive contests

You get ad credits for each link you click on in our solo ads. You also get ad credits for each subscriber that you refer!

Choosing The Right Ezine For Your Solo Ad

You have your Solo Ad ready to go, but how do you choose the right Ezine to publish your Solo Ad?

Step #1: Be specific: Always look for ezines that have the same topic like the product or service you plan to promote.

Understand the difference between targeted and untargeted advertising. If you promote an eBook on the single lifestyle to a newsletter distributed to the members of the association "strong married couples", then you will fail. The people have subscribed to that newsletter because they want to get info about being married not single. If you promote your eBook to the newsletter distributed to the members of the association "Singles on the Move" ... then it's obvious that you have a great chance to sell your book. That's targeted advertising.

Step #2: Do your research. Ezines come and go all the time. Make sure the ezine you choose is still being published and is being updated. Subscribe to the Ezine to determine if it is still active. The biggest mistake you can make is pay for a Solo Ad that is not being published any longer.

Step #3: What happens when you subscribe? Do you receive a welcome email when you subscribe, a confirmation email or message. What is the quality of the content? Is the ezine professional?

Unsubscribe if: you don't receive a welcome email; you receive a solo ad upon subscribing; you receive an issue of the ezine newsletter or the content is poor.

Step #4: Study the ezine: Does the publisher send of one, two or more solo ads per day? You want to use an ezine that does not have a lot of competition. The more solo ads being published means a decrease in your chance for your own solo ad. You also don't want to have to compete with additional content; disclaimers and a long list of the publishers other businesses.

Step #5: Is your ezine publisher reliable? When do the emails arrive? Do they arrive in your junk folder? If so this ezine may not be the best one for you.

Solo Ad Secrets

Know when it's time to modify your Solo Ad

There are a number of factors that can contribute to a "failed" solo ad. If your solo ad is being published to a list with a larger number of subscribers but the conversion or click-thru rates are low you may want to consider the following:

Improving your Ad copy

Improving or changing the product or service

Promoting a product or service that is not saturated

Changing the offer

Finding a subscriber list that is active and responsive

Know when to publish your Solo Ad

Many times you will have no say in the time and date your Solo Ad will be published. Most publishers will not allow you to choose the date because they have a schedule to maintain. The bottom line is this: There is really no "best" day to send your Solo Ad email.

When to republish your Solo Ad

Now that you have a compelling headline and convincing ad copy, you've selected the ezine (or ezines) in which to advertise, placed your order and got some results, what do you do next?

Understand that your Solo Ad is not going to get read by every single subscriber in the ezine, and that it takes multiple exposures to maximize your profits. Marketing research shows that on the Internet, an ad has to be seen approximately 7 times before someone acts on it.

It is your job to remind these subscribers of your products and services by repeating your Solo Ad. When you purchase additional advertising space and continue your campaign to the same subscribers, your sales will increase.

One tip to note! If you are running multiple solo ads from the same publisher make sure you ask for a discount.

Also be aware of similar ads being run on the same ezine. If you are promoting a hot affiliate program or business opportunity that many other people are already promoting, you may want to ask the publisher how many times they have seen a similar solo ad published for that same product.

This will help you determine if it is worth placing your solo ad or if you run the risk of promoting to a subscriber list that has already been saturated with the same offer.

For instance, if you are promoting a new coaching program, and many of the list subscribers have already seen and/or purchased the coaching program your chances of success are slim to none.

To Wrap It Up

Solos Ad marketing is not an overnight home run. It takes a lot of knowledge, testing and patience to get a good return on your investment, but if you follow the steps laid out in this eBook, you will be well on your way to Solo Ad success.

Keep in mind that the quality of your product, the quality of your ad copy and the quality of your landing page is what matters most.

The mark of a great marketer is knowing what the market place demands. Do your research to determine if there is a demand for your particular product, service or program. If your product

does not solve a problem, don't promote it. If you promote your product to the wrong target market, you have no chance of solo ad success. If you can't grab the subscriber's attention with compelling subject lines and carefully crafted sales pages, change, tweak and make adjustments until you get the results you desire.

If you've done all of these things and your solo ad success is minimal or non-existent STOP promoting.

Solo Ads, when done incorrectly or half-heartedly, can cost you a ton of time and money. When you do it right, solo ads can help you generate a massive amount of leads and sales online.

Helpful Resources:

[Tracking Software](#)

Free and low cost [Solo Ads List](#)

Recommended Additional Solo Ads Training

[DotComX](#)

[Daegan Smith Solo Ads](#)