

Finally, many people will search the Sales and Biz-Opp sections looking for opportunities to get them out of their financial dilemma. Again placing your AD in these sections will help you cover the bases you miss with the other Ads.

And now the most important item...

What to SAY in your AD!

There's an old saying, and I believe it's true: *"Help enough people Get what they want, and you'll get what you want!"* You need to Remember that when crafting your AD, it's not about YOU, it's About THEM! If your AD offers something people desperately Want and/or need, you can be sure it will get results that count.

Here are some examples of Ads that work. Use these or design your Own Ad...



**SELL YOUR HOME
IN 48 HRS!
WE WILL BUY
YOUR HOME NOW!
NO COMMISSIONS!
Job transfer, Divorce,
Inherited Property, etc!
ANY SITUATION!
MOVE THIS WEEK!
CALL 24 HRS.
(XXX) XXX-XXXX**

**SELL OR LEASE YOUR HOME
IN 48 HRS!
WE WILL BUY/LEASE
YOUR HOME NOW! NO
COMMISSIONS!
MOVE THIS WEEK!
CALL 24 HRS.
(XXX) XXX-XXXX**

**SELL YOUR HOME
IN 48 HRS!
MOVE THIS WEEK!
CALL 24 HRS.
(XXX) XXX-XXXX**

**LEASE YOUR HOME
IN 48 HRS!
ANY SITUATION!
MOVE THIS WEEK!
CALL 24 HRS.
(XXX) XXX-XXXX**