



**A Publication from**  
[Northern Pine Marketing](#)

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## Introduction

Solo ads have single handily displaced all other forms of advertising as the “King” of the Internet advertising world.

Don't think so?

Take a look at your email inbox. I bet it's flooded right now with several different ads for this product or that service. I typically receive at least one hundred solo mailings per day. And that's on a slow day!

With the invention of the solo ad co-op, now advertisers can buy multiple solo ads through multiple ezines and benefit from having one ad published to hundreds of thousands of subscribers for a reasonable, and mostly cheap, fee. That's good for the advertiser, bad for the email inbox.

Solo ads have come out of obscurity to taking the forefront of Internet advertising because of one thing.

### **Solo ads work!**

And having a solid, hard working ad that is built with the **Seven Critical Bricks** which lays the foundation for an ad that achieves a higher than average response, will double, triple, even quadruple your current profits and successes!

This ebook is to help **you** create that winning ad, which can bring in at least a 50% response, and even as high as 80%!

I'll go through each and every brick that **a profit generating ad simply must have** one by one so you will be able to create your own ad.

Writing a “killer” solo ad, as the marketing gurus would call it, is just a matter of having all the elements in place. With this ebook as your guide, you will now know each element needed in order to create an ad that will pull the reader in, and instill a deep desire to know more about your product and visit your website.

While reading this ebook, I hope you pick up some great ideas and motivation to succeed with your online business. Advertising is the most important part of any business, especially in the online world.

So, go get your favorite beverage, get comfortable and let's begin!

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## Just What Is A Solo Ad?

We've all heard the term. We've all seen them clog up our email inboxes. We've all heard that people are buying these things left and right. But, just what are these things?

**A solo advertisement is in essence a full length ad (typically 300 words or more) that gets published by an ezine, or mailing list, owner to his complete subscriber list all by itself.**

It's almost like you have control over that email list for that one mailing! Depending on the size of the list, your advertisement can be seen by hundreds to hundreds of thousands of targeted, prospective customers!

With this eBook I plan to show you how to go from a blank screen to a highly creative and profitable solo ad in just a few hours! It's the same technique I use in my [Ads In 2 Hours](http://www.guaranteed-ads.com/hot.html) (<http://www.guaranteed-ads.com/hot.html>) service.

Using **High Quality** solo advertisements for your main advertising does two things for you:

1. It will send only targeted, and interested prospects to your site.
2. It will create a huge awareness of your product in a short period of time.

Only good, quality, and **original** advertisements will provide the results your business needs in order to turn a consistent profit and strong longevity.

### [Why create and use solo ads?](#)

Why are these people swarming to buy this type of advertising? Why do you need to have solo ads created for your business or product?

**To put it simply..... They Work!**

With solo ads you achieve three different things all at once.

**First - For WIDESPREAD distribution and awareness of your website or product!**

The bulk of business owners think that the main reason for using solo ads is for the profit. Ultimately that is what happens, but the **main objective** for using solo ads, or any kind of advertisement, is for consumer awareness.

By having your solo advertisement published to hundreds of thousands of people instantly, you are reaching farther than you would with any other form of advertisement.

## **Second - Builds a strong customer and mailing list base!**

With all the visitors that your highly creative and original advertisement will bring to your site, you will be building a strong foundation on which to build a long lasting online experience.

Your online business' life blood is in the number of people you can **originally** get to see your website **AND** the number of those people you can get to keep coming back on a regular basis.

Your solo ad is the first step in this process.

## **Third - Maximize your profits!**

Here is where the profits come in! Now that there are several very good advertising co-op's in operation, the cost of advertising in **multiple** mailing lists and ezines is **now extremely affordable**.

With this level of affordability, and far reach, your profits are greatly increased. It's not inconceivable for one single solo ad sent to 10,000 subscribers to bring in \$1,000's in profits! Actually it's been done many times over by the big names of marketing!

## **[What kind of results are we talking about here?](#)**

While no one can actually "**guarantee**" any kind of results with advertising, typically solo ads reach a 20 to 30% response rate. While this is pretty good, there are ways to really kick that number up closer to 50%, 60%, or even 70% on a consistent basis. Which is the basis of this ebook!

## **How I Actually Achieved An 80% Response**

Using these same techniques that I will be showing you, I received a huge 80% response rate to one of my solo ads for a product I was reselling called [Turning Browsers Into Buyers](#) (<http://www.guaranteed-ads.com/tbib>)

The ad itself took me about 2 1/2 hours to complete and after only three days that same ad brought in over \$14,000 and more and 1,700 new subscribers!

I bought ad space in an ezine that was only carrying about 3,000 subscribers at the time. I wasn't trying to reach an overwhelming response, and was only testing the ad before seeing what it would do with a larger subscriber base. (Note: I didn't achieve an 80% response with a larger subscriber base because of the larger numbers, but I still turned in 57%!)

Out of those 3,000 subscribers 2,400 actually visited my site. 30% (720) of those actually bought the ebook and 1,000 of them signed up for my daily ezine. I didn't bother to track the number of sales from the new subscribers, a task I wish I had completed.

But, in only three days after the initial ad was published, I had over \$14,000 in sales!

This kind of response is **very** reachable and you should never expect any less. With each solo ad I buy, I know that I'll be receiving at the very least a 50 to 60% response. Am I bragging? No, I don't think so. It's just something that I've become accustomed to.

With this ebook I'm going to show you how you, too, can achieve that same kind of response. It's not a secret. It's really basic advertising, but not something that is touched upon in all the copywriting ebooks.

By using several techniques you can create award winning ads that **will** bring in the targeted visitors that you need for a long lasting online business.

Out of the couple hundred ezines that I subscribe to, I receive, on average, about 100 solo ads everyday. I don't read them all, mainly because the titles are extremely poor, but the ones that I do read, maybe two or three a week get me to click on them.

### **Why?**

Well that's what we're going to start to learn. There's a right way and a wrong way to write a compelling, traffic driving, profit producing solo ad. The two or three that I do click on, do it the right way. The others are so far off, they'd be doing better if they did do it the wrong way!

### **[Can't I just use an ad that is already supplied?](#)**

Wouldn't that make things a whole lot easier?

The truth is, you are **actually doing sever damage** to your business if you use the same exact ads that are supplied by the affiliate program, merchant, or business opportunity.

See, what happens when the same ad is in circulation by several, (or thousands of different affiliates), is that the people reading the ad become emotionally detached from it. They have seen this ad so many times, it doesn't mean anything to them anymore. It's just one more ad taking up room in their email box.

### **The Downfall of an Affiliate Marketer.**

A few years ago, I started an email conversation with an individual in a message board dealing with affiliate marketing.

He had gone through all the trials and tribulations that most of us go through and was about ready to cut his losses and throw in the towel.

Through our online "chats" I found out that while we was marketing products from a very high profile company, he was failing miserably. He was following all the rules, playing the game the way he was suppose to, but just couldn't make it work.

And to make things worse he had just lost a considerable sum of money on an advertising campaign that didn't pull in a single hit.

As I pushed him onward into our email conversation, I deducted the problem. He was using the same exact ad that has been in circulation for about six months, and used the same advertising strategies that was listed in the resource section of the program he joined. He was actually going over the same ground with the same ad that literally thousands of other people had also used.

The audience was completely de-sensitized to the ad. They just skipped right over it.

He was emotionally detached from online marketing and wanted no part of it. Unfortunately, this same exact scenario is played out every single day.

### ***But what about you? Can YOU write your own ad?***

Of course! It's not rocket science, but like I said before, these techniques just aren't written about or explained in the numerous ebooks, articles and websites about advertising and copywriting.

Everyone, once they learn what **needs** to be in the ad, can create a great, profitable solo ad.

So why waste any more time! Let's Get Started!

### **Solo Ads Are Too Important An Issue....**

I want to thank you for taking the time to read this first chapter. As you can see by the table of contents there is still more to learn about writing an emotionally stirring solo ad.

Solo ads are the most important element to your advertising campaign. Your business, and it really doesn't matter what it is, will benefit greatly by having your ad sent to thousands of opt-in subscribers.

I hope that by coming this far you want to know more about how you can create your own profit pulling solo ad. You can do that by purchasing the rest of this ebook!

In doing so, you'll learn the **Seven Essential Building Blocks** to a highly profitable solo ad. These are the very same blocks that I use, every single day, for my clients. They work and you can learn all my secrets by getting the rest of this ebook.

Just go back to <http://www.guaranteed-ads.com/solobook> and purchase your copy.

**Bonus!** Not only will you receive the rest of this ebook, but you'll also receive a completed solo ad for any product, absolutely free!

Yes, I know that's insane. Everyone tells me that, but I want you to see, firsthand, that this technique works!

So, go ahead and get your copy of **How To Reach Higher Profits With Solo Ads** today!

<http://www.guaranteed-ads.com/solobook>

Good Luck!

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