

## Making Ads Pay

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a veteran copywriter offers advice on how to spark ideas and then capture them in copy how to write headlines that attract attention how to make ads believable and motivate readers to act and how to learn from failure as well as success readers will discover principles procedures and practical suggestions for every medium and style of advertising

the is a powerful money button that can connect you with vast networks of customers solidify your business image and create continual growth the key is in knowing how to

install that button effectively in an era of blogging social networking message boards and web sites for every subject under the sun it s difficult to figure out which internet tools are the ones that will make your virtual register go kaching it s also important to create an overall strategy with these tools that will maximize your time and web usage fortunately joel comm one of the world s leading experts in making money online delivers tips tactics and commonsense guidelines to customize your internet approach with kaching from walking you through the best blogging tools for your needs to exploring the many avenues of twitter linkedin and web networking comm demystifies the many options the has to offer and helps you clarify your business strategy to better reach targeted audiences kaching will show you 7 web content types that work together people who can help you generate content that gets hits mailing lists and merchandising advertising strategies that connect you with contacts partner sites and customers youtube webinar and other online video tools branding approaches that speak to your customer base search engine optimization seo tips that get your web site and business more attention with case studies from a wide array of industries branding concepts that help you focus your business voice and customer base and ideas on how to expand your business into new areas kaching gives you the know how that will build and maintain internet generating income for years to come

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