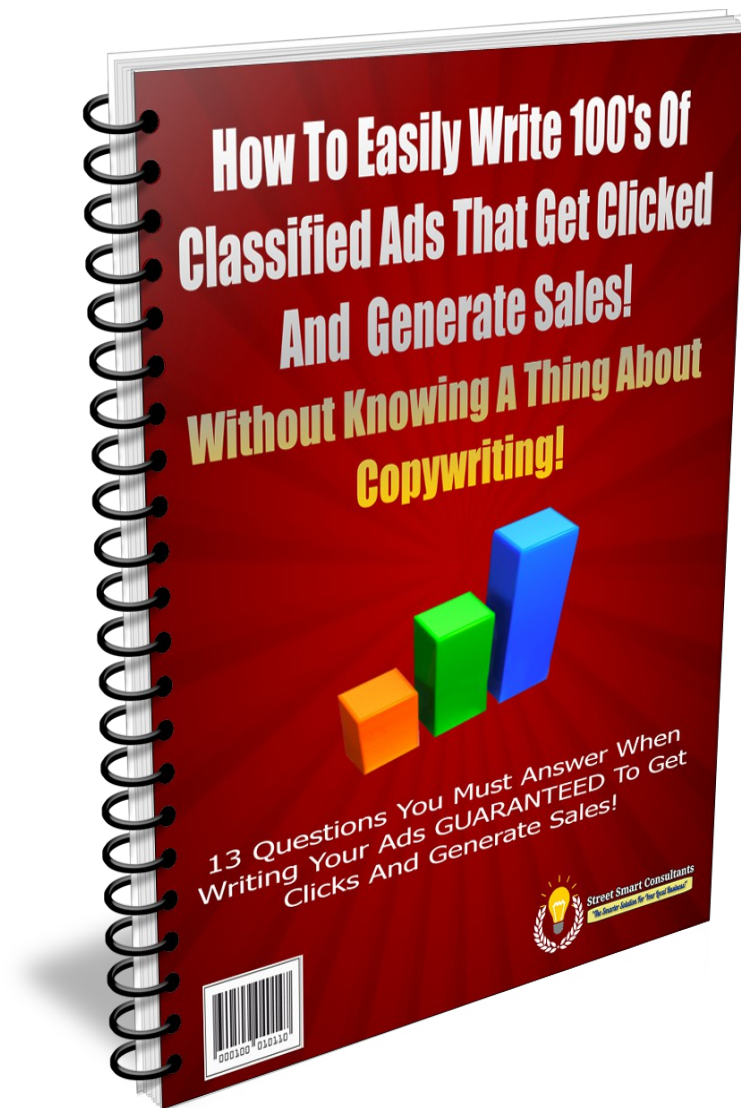


Thank You For Requesting Your FREE Copy of My Short Report ...



Here I've provided the 13 most important questions you must answer to write ads that get clicks. First, I strongly recommend that you read through these 13 questions to get familiar with what they're asking of you. Then, read through them a second time and start answering each question based on whatever product or service you wish to advertise.

As you go through these questions, you'll notice that I have provided some examples beneath each question for you to refer to along with my own answers

that were used to create actual ads to promote a WordPress security report I wrote at the beginning of the year. Plus at the end of this report, I've provided a few sample ads I've written based on these 13 questions that you can 'swipe' and use to quickly create your own ads.

Overall, the examples beneath each question and the ads provided at the end of this report are broken down into three parts: the 'Headline', 'Curiosity Sentence' and 'Call to Action', each of which are inter-changable. This means that you can use them in any way you see fit just so long as they stick to the above format and make sense. Finally when you're done with the 13 questions, you can go back and change any of your answers to help make your sales copy more effective.

Remember: Your ad should never be written to try and sell your product or service. That's what your website, free download or sizzle phone presentation is for. Instead, the sole purpose for your ad is to build curiosity and get the reader to respond to your ad by clicking through to visit your website, download or request a free giveaway or place a call, period! That's exactly the kind of ad this report will help you easily write.

So why are you still reading? Scroll down, take decisive action, start writing and posting profit-producing ads that get clicks. I look forward to your success!

All The Best,
Keith Gloster

The 13 Questions You Can Use To Create Your Own Ads

(Question: 1 of 13)

What is the Main keyword phrase / topic of the ad? (1-3 words)

(Ex: Video Marketing; Facebook Marketing, Public Speaking)

My answer: **WordPress Security**

Check Out This Free **WordPress Security** Report & Learn How to Stop

Hackers Dead In Their Tracks!

NOTE: This is how my answer to this question may appear in the 'headline' of an actual ad. Conversely, you could just as easily use this headline as a curiosity sentence for your ad as well.

(Question: 2 of 13)

Who is your main target audience / niche member? (singular)

(Ex: Video Marketer, Small Business Owner, Public Speaker, Author, Coach, Consultant, Marketer, Entrepreneur)

My answer: **Website Owner**

Attention **Website Owner**. Download This Free Report To Discover 10 Proven Tips To Safeguard Your WordPress Site Against Hacking!

NOTE: Make sure that your ad targets the exact niche or audience you intend to reach.

(Question: 3 of 13)

What does your ad offer if they click?

(Ex: Free Report, New Information, Free Tutorial, Free Training, New Software, Free Webinar, New Training, New Service)

My answer: **Free Report**

My **Free Report** Reveals 10 Tips Every Website Owner Must Know To Protect Their WordPress Installation Against Hackers!

(Question: 4 of 13)

How many (number) of items / tips / things in your solution or offer?

(Ex: 3, 5, 7, The #1, HUGE list of)

My answer: **10**

10 Little-Known Tips To Safeguard Your WP Website And Stop Hackers Dead In Their Tracks!

NOTE: The above example is written more so as a headline for an ad than as a curiosity sentence.

(Question: 5 of 13)

What's the #1 Biggest Payoff / gain your target audience wants? (verb)

(Ex: get video scripts that sell; get more customers; get booked to speak more; get more speaking gigs, make more money, and grow my speaking business; make people pull out their wallets and literally beg to buy your products)

My answer: **Stop hackers dead in their tracks**

(Question: 6 of 13)

What's the 2nd Biggest Payoff / gain your target audience wants?

(Ex: Make More Sales With Your Video, Increase Brand Awareness, Make Real Money Speaking)

My answer: **Protect your WordPress website**

Discover These 13 Little-Known Tips That Will Help You **Protect Your WordPress Website** From Being Hacked!

(Question: 7 of 13)

What's a Big obstacle / barrier / negative circumstance / pain they want to avoid? (verb)

(Ex: Completes the phrase "Without _____..." Knowing What To Say In

Marketing Videos,
Being a Professional Copywriter, Losing Money On Ad Campaigns, Begging for
Speaking Gigs)

My answer: **Knowing Anything About WordPress Security**

Learn How to Protect Your WP Website From Hackers Without **Knowing
Anything About WordPress Security!**

Stop Hackers Dead In Their Tracks Without Wasting Money Hiring Expensive
WP Security Experts!

NOTE: See if you can pick out the 'Without' phrase from the second curiosity
sentence directly above.

(Question: 8 of 13)

**What's another Big obstacle / barrier / negative circumstance / pain you
want to avoid? (verb)**

(Ex: Completes the phrase "Without _____..." Wasting Money On Video
Software,
Paying Too Much For Ads, Wasting Money On Marketing That Doesn't Work)

My answer: **Wasting Money Hiring A Website Security Expert**

Give Me 30 Minutes And I'll Show You How to Secure Your WP Website Against
Hacking All Without **Wasting Money Hiring A Website Security Expert**

(Question: 9 of 13)

What's the unusual / unexpected thing(s) that holds the FAST solution they want
here?

(Ex: websites, templates, blueprints, checklist, software, secrets, resources,
places, FB Posts, info-graphics, list, guide)

My answer: **Tips**

Download This Free Report TO Discover 10 Proven **Tips** That Will Help You Safeguard Your WordPress Website Against Hackers!

(Question: 10 of 13)

What description of the unusual / unexpected thing(s) will arouse curiosity? (adjective)

(Ex: under-the-radar, free, little-known, proven, "black hole", off-the-record)

My answer: **Proven**

WordPress Expert Reveals 10 **Proven** Tips That Will Make Your WP Installation Bullet-Proof From Being Hacked!

Free Report Exposes 10 Little-Known Tips You Can Use To Protect Your WP Website From Hackers!

NOTE: See if you can pick out the 'description' from the second sentence directly above.

(Question: 11 of 13)

What "magic wand" word describes how they'll get the big payoff?

(Ex: automatically, quickly, instantly, immediately)

My answer: **Quickly**

Stop Hackers Dead In Their Tracks **Quickly** and Easily Without Wasting Money Hiring A Website Security Expert!

(Question: 12 of 13)

How quickly do they get the big payoff? (should be fast)

(Ex: 15 minutes, an afternoon, a single weekend, 20XX)

My answer: **less than 30 minutes**

Download This Free Report And In **Less Than 30 Minutes** You Can Quickly Protect Your WordPress Website From Being Hacked!

In 30 Minutes or Less, You Can Become A WordPress Security Expert And Make Your Website Hacker-Proof!

Learn These 10 Little-Known Tips To Make Your WordPress Website Hacker-Proof In 30 Minutes or Less!

(Question: 13 of 13)

Simple call to action (1-2 words)

(Ex: Download, Click Here, More Info, Learn More, Sign Up)

My answer: **Download**

Attention All Website Owners. Download This Free Report To Discover 10 Proven Tips To Safeguard Your WordPress Site Against Hacking!
Learn These 10 Proven Tips To Make Your WordPress Website Hacker-Proof In 30 Minutes or Less. Click Beelow To **Download** Your Copy Now!
==> <https://streetsmartconsultants.com/>

NOTE: The above sample ad is a culmination of what we learned earlier in regard to how your ad should be written ('Headline', 'Curiosity sentence' and 'Call to Action'). Now, go back through the questions and examples provided to see if you can formulate your own ads.

Classified Ads You Can Swipe & Use

This brand new Free Report reveals 10 ways every Website Owner can Protect their WordPress website from hackers. For more information, Download Here!

Check Out this Free Report to discover 10 ways you can Stop hackers dead in their tracks. Click below to learn more...

<https://streetsmartconsultants.com/>

Check Out this Free Report to discover 10 ways you can Protect your WordPress website from being hacked. Click here to Download now!

Download this Free Report to discover how to Stop hackers dead in their tracks so you can Protect your WordPress site once and for all. Download Now!

Download this Free Report to discover how to Protect your digital real-estate so you can Stop hackers dead in their tracks. Click here,/a> to learn more!

Final Notes

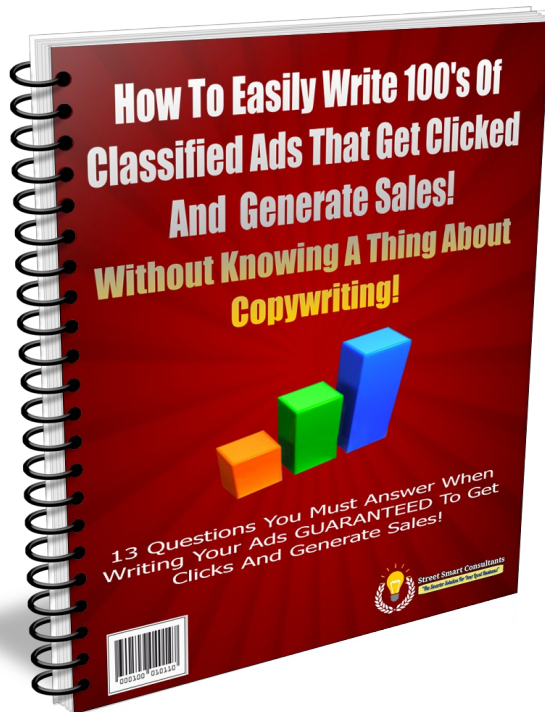
Congratulations! Now you have everything you need to create classified ads that will build curiosity, get clicks and generate sales! But it involves way more than just getting the click. In other words, your ads must be laser-targeted to the exact audience you wish to attract and your website, free giveaway, sizzle call, etc needs to convert and be found useful in the eyes of your prospects. If all of the above factors are not in place, you'll get the click but you won't ever generate sales!

I've personally used the 13 questions you've just gone through to create hundreds of successful ads of my own for well over 15 years now. However, what I've discovered is that even though I can quickly and easily write my own ads in less then 15 minutes by following these 13simple steps, most of my students have told me that they either don't have the time to sit and write ads or the confidence to write them in bulk on a daily basis. How about you?

Think about it! What if you want to leverage your efforts or need to advertise more than one product or service? We all have a limited amount of time in a day to get things done, let alone finding time to write ads. But what if you could multiply your efforts and get access to 100's of fresh ads at your disposal instantly each month? Just imagine how much time you'll save as well as money you'll make if you didn't have to do all of this yourself?

You'll be able to post even more ads, sell more of the products and services you love and make even more money. So if this sounds interesting to you and you want to learn more about what you've just read, complete and submit the following form with your name and your best email. I look forward to hearing from you soon!

All The Best,
Keith Gloster



First Name

Last Name

Email Address

Phone Number (Optional)