

# HOW TO WRITE ADS & SALES MESSAGES THAT SELL (Online)

## Course Introduction

Most advertisements these days don't get noticed by people. Reasons being – they look just like every other ad out there and there's nothing "attention-grabbing" about them. Even in situations where they do get looked at, most ads and sales messages don't entice people to buy.

In this workshop, learn how to write ads that won't end up with the same fate as tons of other ignored ads. Discover how to have your ads and sales messages grab people by the eyeballs, make them FASCINATINGLY DIFFERENT... as well as have the necessary elements in them to trigger people to buy.

## Course Objective

- Discover the steps to craft an ad & sales message that **captures people's attention**
- Know the **wordings, graphical and psychological elements** of highly successful ads/sales messages
- **Implant emotional triggers** into any ad to make it go from dull to fascinating
- Use **irresistibility-boosting** methods to get people to buy after seeing your ad/sales message

## Course Outline

- How to write an advertising headline that is **HARD TO IGNORE**
- **Ingredients of effective ads**: Discover the psychological factors in ads that convert people to go from "just looking" to "I want this!"
- How to use tested-and-proven words & phrases to heighten customers' tendency to make purchases
- How to create content that emotionally triggers and appeal to human needs
- Actual real-world cases where re-naming a word or title in a sales message caused multiple-fold increase in people buying
- The most effective visuals & graphics to put in ads (and where they should be placed)
- One hardly-used word in ads that brings an extra 30% increase in agreement from potential customers

## Course Fees

Fees Type	Full Fees (inclusive 7% GST):
Standard Rate	\$299.60

## Trainer

Tylus had advised and helped boost the personal/professional effectiveness of directors, managers, team leaders and staff members of companies spanning over 30 different industries. He is also an entrepreneur and founder of different businesses with 2 that he still actively manages today. He oversees the people and management of his businesses by actively applying personal and work-optimizing strategies to generate growth and profitability. Tylus incorporates these success skills, practices, real-life examples into his trainings and teaches them to people who want to reach their fullest potential and capability.

## Testimonials

"Preparation work was properly done prior to the training!"

"Tylus is worldly learned and passionate in sharing everything he knows. I praise him in a heartbeat. Can't wait to learn more from him again."

**Dates (2020)** : 17 August  
**Duration** : 1 days, 9am to 4pm (6 hours)  
**Course Venue** : Virtual via Zoom

**Register online at SNEF website [www.snef.org.sg](http://www.snef.org.sg)**  
Click on 'Training' and Course Category **digitalllearning'**

## **Enquiries:**

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