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In this edition :

Order Pulling Ways To End Your Ad Copy

<p>1. You could end your ad copy by telling people what will happen if they buy your product. Use your most powerful benefit as the example.</p>
<p>2. You could end your ad copy by telling people what will happen if they don't buy your product. Use a problem that they won't be able to solve without it.</p>
<p>3. You could end your ad copy with a question they will always say yes too. They then will be used to saying yes when you ask them to order.</p>
<p>4. You could end your ad copy with a short review of your whole ad. Repeat all the major benefits and features they will receive.</p>
<p>5. You could end your ad copy with a deadline. Tell them it's a limited time offer and they need to order by a specific date.</p>





6. You could end your ad copy with a powerful guarantee. Give them a lifetime or triple your money back guarantee.

7. You could end your ad copy with a testimonial. Use one or two of your customers' testimonials that is believable and includes specific results.

8. You could end your ad copy with a free bonus. When you give them a free bonus it increases the product's perceived value.

9. You could end your ad copy with a discounted price. Just list your regular price and then offer a discounted price off the order right now.

10. You could end your ad copy with a free sample or trial of your product. If your ad didn't attract them to buy, maybe a free sample or trial would.

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