

Published based on [How You Can Get A Magazine Scanner To Start Buying](#)

How You Can Get A Magazine Scanner To Start Buying

A scanner is someone who simply reads ads without buying, and there are a lot out there. This means we would usually read through an ad then turn the page without digesting the information. Your ad should be formatted for easy scanning. Headlines, subheads and appealing ad copy would need to be strategically placed in order to make your ad more inviting for a scanner to start buying.

How can you convince a scanner to actually read what's on your ad? Better than reading the ad's text, how do we make the ad good enough for the scanner to buy? The first tip is to make your headline appealing enough to stand on its own. One word headlines are too short for most copy men. Make the headline include your product's benefits and appealing enough to lead the scanner to reading the text.

Subheads are the next thing to work on. The subhead should be almost as enticing, if not as enticing as the headline, as your ad copy builds momentum in convincing the scanner to turn into a reader. Think Scottie Pippen to Michael Jordan - the subhead should be a great supporting player to the headline. If your headline says something like "GET RID OF THOSE WOBBLY BITS" to advertise a weight loss product, try something starting with "CLINICALLY PROVEN" for the subhead. A good subhead is always a good way to lead off before the offer.

Scanners often don't like long-winded passages - keep it simple. Keep your paragraphs no longer than 5 sentences. Offset any long sentences you have to use with a short and peppy paragraph.

Using bold letters, italics, underlines and highlights are great ways of attracting interest. You don't want to come across as "trying hard" - use these techniques with discretion. Remember, your goal here is to emphasize key points.

Here are a few other helpful pointers: Mobilizing phrases, for example - "offer good while supplies last", "buy now", or "subscribe today." Give your customers a chance to contact you through email, 800 number or website. Be detailed in explaining the major benefits. List down your prices and how they compare in the market. Don't create ad copy without including your business name!

Include a second color to make your ad stand out among the rest. This works best if your ad is placed in a black and white medium, like a daily paper. What are the best colors? Try using red and blue as these are common, popular and effective colors. Special offers and deals should especially be highlighted to draw in potential customers.

"But wait, there's more" may sound cheesy and overused, but saying it in another way is a great way to cap off your ad. This is important due to many readers reading the last part of any ad. You want to summarize things in an effective and efficient way. You could also use your closing for the cliched, yet still effective "but wait, there's more" section - additional features and guarantees.

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