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**Search engine News**[Top](#)**MSN Drops Looksmart from Jan 2004**

MSN drives a lot of visitors to websites in fact only Google and Yahoo provide more.

However it has never been easy to get listed there except by paid submission.

The primary search results provided by MSN are sourced from Looksmart with secondary (or primary if no suitable Looksmart results) from Inktomi.

That situation looks to be changing with news that MSN will drop Looksmart from Jan. 2004 (earlier on it's UK website).

That could be good news for people with high rankings in Inktomi if they become the main search results provider.

If you don't rank highly in Inktomi or are not listed at all, you would be well advised to rectify that ASAP. Inktomi have a very good paid inclusion service with spidering at least every 48 hours and you get listed within 72 hours. So with monitoring / adjustment you can quickly gain high rankings.

Of course now that Inktomi is owned by Yahoo (and supplying search results on what appears to be a gearing up process to change from Google results) it is even more important to rank highly there.

Back to MSN though and the development of their own Search Engine seems to be their main long term priority, with speculation is that it will be, or include a paid inclusion service. Currently their Search Engine spider MSNBot is crawling the web and building a database of websites ready for whenever it is launched.

This may be a lot more significant than it seems as there are rumours that MSN Search Technology will be incorporated into the next version of Windows, codenamed Longhorn. Couple that with the fact that Internet Explorer is no longer being developed and we may have a situation where people just search the web directly from Windows. And where could the search results come from? You guessed it - MSN's own Search Engine!

There is huge money to be made in the Search Engine world and it appears that the battle of the giants is only just warming up.

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fire trust  
MAILWASHER PRO

INTERCEPT JUNKMAIL AND  
VIRUSES BEFORE THEY GET TO  
YOUR INBOX.

Protect yourself from viruses that  
haven't even been written yet.



fire trust  
BENIGN

## Wonderful Classified Ads - 50 Words You Can Use for Years

By Kevin Nunley  
<http://www.drnunley.com/>

Classified ads are like the diamonds of the marketing world. You know how they say diamonds are forever? Well, you could say the same for classified ads.

A single, well-written classified ad is something you can use for years, and not just in classified ad form. I've written classified ads many customers who use our 50 word ads as copy for flyers, posters, brochures, 30 second radio spots, copy for websites, marketing materials for members, descriptions for something they're selling on eBay, and even pay-per-clicks.

As you can see, classified ads are the ultimate multi-taskers. With a few simple changes, they can double, triple, quadruple, etc. as copy for almost any other form of marketing.

But first things first. You have to start with the initial classified ad.

### Crafting Your Ad

If you want an ad you can use for years, you have to put a little thought into it. But don't worry. It's just 50 words so you don't have to spend too much time pouring over it. But you do have to pay attention to the details, because in an ad as short as a classified ad, you don't have much room for error.

Here are a few tips that will help you craft an ad you can use for years:

1. Demand Attention - Sometimes it seems like life is just one big barrage of commercials and advertising. People learn--for their sanity's sake--to tune out most of this relentless marketing assault. So when you come along with your classified ad, you can't just blend in with all the other background noise. You have to demand attention!

The ads people pay attention to are those that address their most pressing concerns. It's surprising how many trivial things make it to the top of people's "most pressing concern" lists. Many of the problems you address will have something to do with a chronic issue, something people have to deal with over and over again. Think daily job frustrations; give them a new work option. Think weight loss difficulty; give them a guaranteed weight loss solution.

Products, services and opportunities that grab attention are presented in a way that shows how they can solve a problem, make us feel better, make our lives easier, make us happier, richer, sexier, more beautiful, etc.

Think of who your target audience is and then determine what their problems are. Shout out the solution in your headline and your audience will notice your ad above all others.

2. Make it Skim-Friendly - When you see an ad that promotes a product you're interested in, how often do you read through it word for word? My guess is not very often. Most likely, you see a headline that gets your attention and then you skim the rest of the ad to see if anything else sounds interesting. If a few keywords catch your eye, you will probably read the entire thing, because by this point, you are interested enough to find out the details and take some kind of action.

For this reason, you need to keep your ad short. People don't like to bother with long blocks of text. They just don't have the time or the patience. But a 50 or 100 word ad is skimmable.

Put key phrases in bold, or sometimes use caps. Sometimes people can get the gist of the entire ad simply by reading the bold phrases. The faster they can get your point, the more likely they are to buy, order, call, or whatever you want them to do.

Keep sentences short. Use simple words everyone knows. Paragraphs should be no longer than three lines. And don't try to fit more than one or two ideas into a sentence, preferably one.

Once you have your initial classified ad, you can choose to either use it as it is, or adapt it for all kinds of different uses. The layout of a classified ad follows the same format as most other kind of advertising: attention getting headline, essential information, incredible benefits, call to action.

Here are a few techniques you can use to adapt your ad:

1. Flyer Copy - Spread the information across the flyer, with the headline at the top, followed by the rest of the information descending down the page, from most important to least important. At the bottom, put the call to action and contact info.
2. Web Copy - In a classified ad, there is no need to make the sentences complete. But if you do make all the sentences complete, add in a little additional info, and format it differently, you have instant web copy.
3. Radio Spots - You can use your classified ad almost word for word in a radio spot. But listeners might find it a tiny bit sketchy since they can't see the words. Add a few words here and there to make sure it's not confusing. Make sure the radio announcer knows to emphasize the words and phrases you have in bold.

Kevin Nunley has written marketing copy and classified ads for thousands of businesses. See his copywriting tips and professional writing service at <http://drnunley.com/>

Reach him at <http://uk.f114.mail.yahoo.com/ym/Compose?To=kevin@drnunley.com> or 603-249-9519.

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#### **Washington D.C. FBI National Press Office**

The FBI today is warning consumers of an e-mail scam which directs recipients to a web site that appears to be the official FBI public web address. It is instead a hoax site which is titled "Mass theft of debit cards." The site encourages users to surrender personal information pertaining to debit cards in order to ensure that "any fraud operations with your account...not be made." Again, this is not a product or solicitation by the FBI. Rather it is a serious violation of federal law and one that we are investigating vigorously.

The FBI has been aware of similar schemes in the past where solicitations for personal information has occurred and the perpetrators have falsely identified themselves as internet service provider representatives, businesses, or financial institutions. The FBI takes this matter seriously and strongly encourages the public to be very skeptical of any online requests for personal information including credit card and social security numbers.

Should anyone be directed to this website, or any other that appears authentic but solicits personal information, we encourage you to contact the nearest FBI Field Office or the Internet Fraud Complaint Center at <http://www.fbi.gov/cgi-bin/outside.cgi?http://www.ifccfbi.gov>