



Good Ads – Bad Ads

By Adams Hudson

We spend money all year long on advertising. The question is “What are you getting in return for the expense? It costs you the same to run a good ad as it does to run a bad ad. Brand awareness alone won’t work. At some time you need to sell something. This means your marketing must generate a response from your customers. Your advertising message needs to be powerful, inviting and persuasive. Much of what’s out there now is not. This month, Adams Hudson of Hudson Ink will help you understand how you can stand out with your own unique message. Adams Hudson knows what works and what doesn’t and he will help you understand:

- How to recognize bad ads
- Common mistakes in advertising
- How to recognize a good ad?
- What does a good Ad need to contain
- Ten Cornerstones to profitable advertising
- Words to avoid in your ads
- And Much More...