



## Advertorials

### What is an advertorial?

The word advertorial comes from two words: advertisement and editorial. It's a clever ad placed in a journalistic publication posing as an editorial.

### Why do you need advertorials?

Nobody wants to be sold to. Nowadays, people have an extreme aversion to advertisements. If they even get the slight feeling that what they're looking at is an ad, they'll avoid it like the plague. The only way to present ads to people is to sneak it into something else. That's where advertorials come in.

Advertorials are basically ads snuck into editorials. Through advertorials, you can present your ad to people without them even knowing it's an ad.

Advertorials have been around for a long time, even before the Internet. They were originally implemented in newspapers and magazines as articles and editorials that were merely mentioning the product or company they intended to advertise. They took the approach of subtly alluding to their product instead of heavy-handed, flashy advertisements. This approach worked marvelously.

Back in 2007 Reader's Digest ran a split test trying to see how well advertorials worked. They published two versions of a text they wrote up, both texts being identical except that one was published as an ordinary ad and one was published as an advertorial. The advertorial sold 81% more than the traditional ad. Reader's Digest concluded that readers were 500x more likely to read an advertorial than a regular advertisement.

### The advertorial formula

Here is the very simple formula for a successful advertorial: 70% content + 30% sales material

There's a problem with traditional ads. Sellers want people to read their ads, but people want nothing to do with ads. People want good content. So give them that good content.

The best way to get people to see your ad is to surround it with great, valuable content that people want to consume. In order to write a workable advertorial, you have to write up an actual editorial with actual content that people want to read. 70% of the advertorial is that

good content the readers are looking for while your sales presentation makes up 30% of the advertorial.

#### How to write an advertorial step-by-step

1. Come up with your goal
2. Pick an editorial style that fits your goal
3. Outline the content portion of your advertorial so that it flows naturally into your goal
4. Outline your sales material
5. Outline your call to action
6. Find your sources
7. Write out the 70% portion
8. Write out the remaining 30%
9. Bridge the gap

#### Coming up with your goal

The goal here is whatever you want the reader to do after reading your advertorial. Examples of goals can be a product purchase, for the reader to click a link, for the reader to download a file, join a mailing list, etc.

#### Picking an editorial style

There's an infinite combination of ways you can write your advertorial. Just make sure that your style of article flows naturally into whatever goal you have. Sometimes people make the mistake of choosing an editorial style that unnaturally flows into the goal at the end, making for a weird read and a low conversion rate.

A common editorial style is the BuzzFeed-esque listicle. Another effective style is to write about a problem that plagues many people and at the end you posit your offer as a solution to that problem. Sometimes people write step-by-step guides that require the author's product/offer to make it work. Whatever style you choose, just make sure it fits the goal you came up with.

#### Outlining your content

Now that you have a goal and an editorial style in mind, it's time to outline what your main 70% is going to look like. What you're doing here is just making a skeleton of what your article is going to look like.

This section is NOT a sales letter. Plan out an article that gives the reader content they would actually want to read. Give them content of actual value to them. Getting them to follow your goal comes at the last 30% of your article. When outlining this portion, just plan out an article that the reader would want to click, would read through to the end, and actually enjoy.

#### Outlining your sales material

This portion of the article is written with the express purpose of getting the reader to fulfill your goal. It's the salesletter portion of your article (though more subtle than a typical salesletter). This portion is purely persuasive, written to get the reader to take you up on

your offer. Though, make sure that it still fits in with the rest of your article. You will turn readers away if the jump from good content to persuasion material is too heavy-handed or sudden. When outlining this portion, make sure it feels somewhat natural and not too pushy. When the reader has read to the end of the article, they should feel like they just read a legitimate editorial, not a salesletter. You will make the reader uncomfortable and click away if they were just reading a pleasant piece of content that suddenly just jumped to “buy my stuff!”

### Outlining your call to action

The call to action is where you make the explicit request from the reader to accept your offer. This is a sub-section of that last 30%. This portion is small, simple, and clear. Just make sure it’s not too “salesy” and the reader still feels like they’re reading an editorial after they’ve read it.

### Finding your sources

Every good editorial has info from other places that really flesh the article out. For example, a BuzzFeed listicle titled “22 dogs that are just too cute” has pictures of dogs from 22 original sources outside of BuzzFeed. Other articles have statistics, some use quotes or testimonials, many use YouTube videos. Every single good article will have content sourced from other places. This step is where you find your sources from other places.

### Write out the 70% portion

Now that you have your content portion outlined and sources for this portion, it’s time to write it out. Flesh out a good content article that captivates the reader, keeps him interested, and convinces him that he should share the article. The upside of advertorials is that they get shared by their readers, just like any other ordinary editorial. Regular ads usually do not get shared by their readers.

Remember that the purpose of the main 70% is to take the reader to the last 30% so that they can get exposed to whatever you’re offering while feeling like they just read a plain, ordinary editorial.

### Write out the remaining 30%

Flesh out the outline you made for the remainder of your advertorial (including the call to action). The main article carried the reader to this point, now it’s time for the sales portion to take the reader to your offer. The reader should flow comfortably, linearly from the content portion to the sales portion to your offer. You’re balancing persuasion and readability. You want to employ persuasion and sales techniques so that the reader gets to your offer, but you still want the reader to feel like they’re reading a piece of ordinary content. It should be smooth, clever, and subtle.

### Bridging the gap

Sometimes it's hard to make the transition from the main content portion of the article to the sales portion of the article. Often people do all of the above, but when they read through the jump from content to sales feels jarring and unnatural. After you've outlined and written both portions, you must bridge the gap between the two very different sections of your advertorial.

Tweak and adjust the transition area of your copy so that it flows pleasantly. After doing this, you should have an effective advertorial. The reader will be intrigued, click, be captivated, read to the end, and be compelled to take you up on your offer.

*Learn to bypass buyer resistance and transform readers into eager buyers. Become an expert with Advertorials and create a flood of sales for just about any product you can imagine with the Amazing Ad Formula! (More information at the link below):*

<http://www.amazingadformula.com/go>