

Once you have created your advert, then it must tie in to your presell page's content so there's a continuous "flow".

Let's say, I was trying to sell this product below as an affiliate



It's a mini/portable airconditioner, designed for use in small spaces.

"Who might be the best people to sell this to?" I'd ask myself and then make a list. My list would look like this.

- Family households
- Single people who live in one bedroom houses
- Office workers
- Students who live in school hostels and tiny rooms

Bingo!

Of these three sets of people, students are the best bet. Their rooms are small, overcrowded, and buying a regular air-conditioning unit doesn't make practical sense because of cost, space issues and the mountain of electricity bills it would generate.

This is the perfect product for them.

So my advert would be written with them in mind, and it'll tie into a pre-sell written specifically FOR them.

Here's the presell I wrote for this product.

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**Are You A Student Who Lives in A Hostel or Room Off Campus?**

**Top Hong Kong Engineers Invent The World's Coldest Tiny Portable AC...**

## **And It Cools Down Your Dorm Room Down In Just 30 Seconds!**

If you've ever lived in a dorm you already know just how uncomfortable it can get.

A lot of the older dorm buildings don't have any air conditioning at all. Believe me, just living under such conditions (let alone studying) can be a real challenge when you feel like you're melting or find yourself drenched with sweat.

Back when I was still in college in the early '2000s, you just had to tough it out.

There just wasn't anything you could do about the oppressive heat. You couldn't just buy a regular AC and install. It is very expensive, a 1HP AC costs at least \$120,000, and even if you bought it, your electricity bills would go up through the roof.

So students just gritted their teeth and worked through it.

*Until now.*

Now, thanks to the pioneering work done by a crack team of engineers in Hong Kong, today's students can turn a boiling hot dorm room into an icy cold one, in just a matter of minutes. And all at an amazingly affordable price!

They've invented the world's coldest portable AC... and after months of testing, and the incredible reaction from the public, this Hong Kong team is bringing their incredible invention to the United States for the first time.

Would you like to finally stop suffering excruciating heat inside your student room?

Would you like an AC that is small, portable, easy to carry and low cost?

Would you like an affordable AC you can buy without starving the entire semester?

If your answer to any of the questions above is a *YES*, then finally your heat problems are over.

**Introducing... The \_\_\_\_\_ Portable AC**



I started researching portable ACs because of my Sister who is in University.

### **My Sister Couldn't Stand the Heat in Her Dorm Room!**

She doesn't really complain about much. We didn't have much money when she was growing up, so she was used to making do with less than perfect conditions. She's a real strong person that way.

But even she couldn't stand the way her dorm would heat up. It was one thing for her dorm to be hot all day. She pretty much accepted that as an unpleasant fact of life. But what really bothered her was how that old dorm building would retain heat. Even when the night had fallen and it had cooled down outdoors, her room was still boiling hot inside.

It was like an oven in there, making the nights in her dorm just as hot as the daytimes were. She told me she had started doing her studies on a bench outside of her dorm at night, just because the heat indoors never went away.

But even that brought its own problems, namely, cold and mosquitoes.

And because she often complained about the unbearable heat in his dorm room, I decided to gift her with a \_\_\_\_\_ Mini Portable AC of her own.

**Here are the Features that make the \_\_\_\_\_ Portable AC the Best Solution for Boiling Hot Rooms**

Of course, I wasn't going to send just any AC unit to my sister. I did a lot of research, and most of the so-called "portable AC units" you can buy are little more than glorified fans. They can produce some cold air, but if you don't have your face crammed right into the unit, you can barely even feel it. That's what's so great about the Blaux Portable AC unit.

Because Hong Kong can have some famously hot weather, with temperatures as high as 55°C degrees, even at night, the engineers in Hong Kong who built it had to make sure it worked for their weather.

They used the latest evaporative cooling technology, which draws in hot air and passes it through a wet filter, which then exits the other side as cool, refreshing air.

So here is a list of the most important features they decided their AC unit absolutely HAD to have:

**1. 3 Cooling Modes** - Fast cooling down the hot air around you. With 3 fan speeds, you could select the perfect wind power as you need. This air Personal space conditioner allows you to add ice or ice water into the tank to accelerate the cooling speed.

The engineers in Hong Kong realised that a "one size fits all" approach to air conditioning was not acceptable. They quickly realised that some people prefer just a slight cooling, while others really want to bring on the chill!

So they made their AC unit feature three different cooling modes, so you can set it to produce the exact amount of cooling you desire. And the unit has adjustable blades, too, so you can point your cool blast of air in any direction you choose!

**2. Easy To Operate** - Upgraded version with a drip tray to catch water drops for recycling, preventing dripping on your table or anywhere you place it.

The engineers in Hong Kong quickly realised that they needed to create a device that you didn't need to be an engineer to operate! So one of their top design goals was to make the unit easy enough for anybody to use. You simply fill it with water and turn it on! Then set the fan level you desire, and you're done!

You can even add your favourite essential oil to the water tank, the air around you will be more fresh and charming.

**3. Wireless and Rechargeable** - Featuring a high capacity 2000 mAh Battery, the \_\_\_\_\_ Portable AC unit can be recharged from any USB outlet.

And since the unit is completely wireless, you're not stuck next to the electrical outlet, so you can take it wherever you need it most (even outdoors!). And of course, the \_\_\_\_\_ Portable AC comes with its own charging cable included with every order.

**4. Electricity Bill Savings** - Do you hate paying too much electricity bills? Me too.

I've known people who have amazing AC built into their homes, but they can't use them because they make the electricity bill go THROUGH THE ROOF. But the \_\_\_\_\_ Portable AC is completely different – it's Low Energy Consumption means it uses the same amount of electricity as a light bulb! This results in HUGE SAVINGS on your electrical bill!

Also because it uses no freon, it is much cheaper than running a freon air conditioner on hot weather days.

**5. Modern and Compact Layout** - Needless to say, nobody wants an AC unit that is huge, ugly, or takes up a lot of space - especially in an already-cramped dorm room. That's why the Hong Kong engineers made the \_\_\_\_\_ Portable AC compact and appealing to look at. It fits in perfectly with any kind of décor, and is a perfect complement to any home, dorm, or apartment.

**6. Noise Free** - All of these features would be completely useless if the AC unit made a lot of noise and disturbed the studying habits of students! So the engineers who designed the \_\_\_\_\_ Portable AC unit made sure to make the device as quiet as possible. You can't even hear it unless you're really listening out for it!

**7. Easy to Clean Filter** - The \_\_\_\_\_ Portable AC features a cleanable, replaceable filter that purifies the air, removing dust, pollen, and small particles from the airstream. This device is perfect for people who suffer from allergies and other dust-borne complications.

**8. Cools the Room and Maintains Air Humidity** - The problem with a lot of traditional AC units is that they act as dehumidifiers, removing all of the moisture from the air. This can result in dry skin, chapped lips, and even sinus headaches. But the \_\_\_\_\_ Portable AC regulates the moisture in the air, meaning you can run it all day and night

without giving yourself chapped lips!

### **The \_\_\_\_\_ Portable AC Turned My Sister's Dorm Room into an Icebox!**

After doing all of my research, I knew that the \_\_\_\_\_ Portable AC was the best portable AC unit on the market. But what really sold me were all of the customer reviews I read.

People were using terms like “miracle device” and “literal lifesaver” – and I knew right away that all of these people couldn't be wrong. So I ordered a \_\_\_\_\_ Portable AC unit, and had it delivered to my sister's dorm. And just a few days later, she called me on the phone.

*“Big bro,” my sis said, “are you freaking kidding me??”*

I asked her if something was wrong. Maybe he got sent a defective unit?

*“Where did you find this thing??,” she demanded. “This thing is INCREDIBLE. I mean, I can't believe it! I just stare at it all day thinking ‘this can't be real!’. The ice-cold air this thing pumps out is just ASTOUNDING!”*

She told me that her dorm room could now be set to any temperature she desired. Instead of boiling to death, she was now relaxing comfortably in a perfectly-chilled room – even at high noon!

And even better, she told me the \_\_\_\_\_ AC unit had allowed her to sleep better than she had in weeks, making her more rested and alert for each of her classes.

*“I'll say one thing, Bro, this thing sure has made me the most popular girl on campus. Now everybody wants to hang out in my dorm room. You wouldn't believe how many new “friends” I've made in just the last week. They just appear at my dorm, day and night!” “I've had to start kicking them out, actually. Can't blame them, though, it IS perfectly comfortable in my dorm room... unlike the rest of the campus.”*

*“One guy even offered me =N=2,000 bucks if he could borrow my AC unit for just the evening. He said he had a big assignment to write, and he needed to borrow my AC just to get through it. I tell you, people have gone CRAZY over this little AC unit. Please email me the website where they can order their own, these people are driving me insane!”*

Seeing how thrilled my sister was with her \_\_\_\_\_ Portable AC unit, I decided to order one for myself. Let me tell you, it really is amazing. I plugged mine in and was blasted with a

stream of ice-cold air. Not “cool” air, mind you – we’re talking ice cold air. In fact, it was so cold, I had to turn it down to the lowest setting. I thought the \_\_\_\_\_ Portable AC unit would be the perfect gift for my sister, but I had no idea how great it would be for me, too!

I can’t believe such a small unit can push out so much cold air, and at such an amazingly affordable price! My electricity bills have plummeted, and I can make any room in the house as cool as a cold meat room!

It really is astonishing!

LIMITED TIME DISCOUNT OFFER (VERY LIMITED RUN – PLEASE CHECK FOR AVAILABILITY!)

The reports are in. Every year is hotter than the previous year.

If the heat is driving you nuts, you can’t do yourself a bigger favor than getting a Blaux Portable AC unit of your own. It can filter dust from the air you breathe, make it icy cold on even the hottest of days, and it saves you BIG BUCKS in the process!

As the hot weather approaches and the heat rises, people are snatching up the \_\_\_\_\_ Portable AC as fast as the company can manufacture them. So if you don’t want to cook like a strip of fried meat or for heat to nearly kill you, you’d better order your \_\_\_\_\_ Portable AC before they start selling out!

If you order right now, you can still get an incredible deal of 50% off the usual price. Take advantage of this exclusive offer right away!

**Get the latest, factory-fresh \_\_\_\_\_ Portable AC right now at a special introductory discount!**

**SAVE 50% - BUY NOW!**

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That was good wasn’t it?

Even if you weren’t the target market, did it even in a tiny way make you interested in the gadget?

Here’s how to write one just like what you just read.

***1. Always start with "yes set" questions.***

What is that, you ask? It's a Neuro-Linguistic Programming (NLP) or hypnotism trick created to get people agreeing with you.

For example, if we say *"Is Your Hostel Room Always Stuffy and Hot, Especially At Night When You Should Be Enjoying Your Sleep?"*

Any regular University student in their mind, you're saying, "yes".

Now you are in agreement.

So you ask even more questions that you know they'll respond with a "Yes" to.

Getting people to say "Yes" a couple of times at the beginning of your pre-sell page generates trust. It creates a bond between you and the reader.

They start to realize that you understand their problems, what they're going through, and agree with their frustrations.

This introduction doesn't have to be long - one or two questions is enough.

## ***II. State the problem.***

Now that you have them agreeing with you, it's time to Explain what the problem is.

Set the stage for your reader so that they can see that you understand the issues they face.

Spell it out for them, figuratively (or maybe even literally).

Outline why they have this problem and how the problem works.

A very simple way to convert someone into a paying customer, is to get them to trust you, and you do this by explaining the problem they face better than they ever could themselves.

Then hint at a solution they may not have tried before.

This part of your presell can be a paragraph or two depending on the complexity of the problem you've chosen as your focus.

Then, as you move on through the article, continue to remind them of the problem and frequently allude to the solution.

## ***III. Throw in some statistics***

Do your research. Including statistics, referencing academic or scientific studies, or even mentioning reliable sites that support or prove the problem goes a long way to making your pre-sell page more believable.

After all, transforming a potential customer into a loyal one all comes down to trust.

This also has the added bonus of letting your readers know that they're not alone, which is a great way to keep people engaged.

You can incorporate this into your problem outline or have it as a separate paragraph - whichever works naturally with your content.

## ***IV. Close with the Solution***

All along, you have withheld the “reveal” for the solution until the end — this creates suspense and keeps potential customers hooked until the end and makes them want to click through to your sales page.

At this point, you’ve got the readers agreeing with you. You’ve got their trust. You’ve outlined the problem and given them reliable data and sources proving that they’re not alone.

Now is the time to tell them there’s help... by alluding to the solution.

The solution is this product or course or data bank or whatever your product or solution is that you have found.

**YOU DO NOT REVEAL WHAT THE SOLUTION IS.**

You just find or create case studies that show how the solution you’re proposing has helped others.

Provide proof that the solution has worked for people exactly like your readers.

Then get them to click on your optin page or your salespage link to go see the solution.