





Ad writing

Insights and trends

The top reasons people want to own their own business



“Buying a business is potentially one of the most exciting, rewarding, and life-changing decisions a person will make in their lives. It's important to focus on making assessments based on risks and rewards.”

Real SEEK Business seeker

Be my own boss

Improve my lifestyle and my work-life balance

Increase my income (to earn more than in employment)

Looking for a career change

As an asset for my family

To work in an industry that I am passionate about

To supplement my retirement income

As a source of cash-flow for other investments

Job security

Develop new skills

As an alternative to a part-time job

Can't find a job

Other (please specify)

What are the most important decision-making factors?



"The biggest challenge is finding a business that I think will inspire me to do well. Finding something I am passionate about and would want to make work no matter what."

Real SEEK Business seeker



Ad writing

Tips to get chosen, be found and
create desire

Great business ads...

Empower buyers with authentic content that's concise, specific and well structured.

They're written simply, making them easily scannable and optimised for web, helping engage buyers with interesting content.

Better content helps your ad get exposure, and more exposure can lead to more enquiries



Do...



Review your content regularly

Keywords	<ul style="list-style-type: none">• Use keywords that business seekers will use• Be specific, factual and relevant
Prominence	<ul style="list-style-type: none">• Complete all the fields in the Ad Wizard to be included in the maximum number of search results
Motivators	<ul style="list-style-type: none">• Target the motivations of business seekers in your ad summary• Comment about lifestyle, income and support
Images	<ul style="list-style-type: none">• Include a variety of images and video to tell a big story fast
Write for online	<ul style="list-style-type: none">• Keep sentences succinct and consider the amount of information you're including• Include a call to action

Don't...



Don't leave and forget your ads

Keywords	<ul style="list-style-type: none">• Use tag lines or jargon• Stack or repeat the same keyword• Make unfounded claims
Prominence	<ul style="list-style-type: none">• Waste space by adding numbers or references• Include contact details or website info
Motivators	<ul style="list-style-type: none">• Be generic• Forget it's a competitive landscape (do your research!)
Images	<ul style="list-style-type: none">• Use stock images• Forget you're selling a business, not a burger, or a gym subscription
Write for online	<ul style="list-style-type: none">• Write War and Peace• Get hung up on too much detail• Forget that the point is to generate an enquiry, so you can take it from there• Assume your brand will do all the work• Forget a call to action



Ad writing

Great ads that sell

WHAT MAKES A GREAT AD TITLE & SUMMARY?

Post Office / Newsagency / Retail Shop. Eastern Suburbs

Title is
logical and
descriptive

**Investment
amount** is
listed

Eastern Suburbs | Melbourne

Location
is
specific

\$550,000 + SAV

Business

Established Post Office and Newsagency on major road close to the railway station. Office has 2 terminals & post office box room with over 270 boxes. Huge income potential. Training & support provided more >>

Summary
is relevant
and
engaging

Retail > Newsagency, Lottery & Post Office

Enquire



Image
Talks to the
Business
opportunity

Uses keywords buyers
would use

Tone is honest, factual
and professional

No unused white
space

Appears in correct
industry classification

Free from spelling
errors

Checklist – what makes a great ad

1	Use keywords that buyers will use
2	Cover all the basics – industry, location, investment
3	Get more specific – financials, required skills, training, etc.
4	Motivators – lifestyle factors, awards, unique selling points
5	Language – use action words, and be inclusive
6	Tone – honest, professional, factual
7	Tell a brand story through the use of varied images, videos and testimonials to attract and engage buyers
8	Optimise for web – consider where and how people may read your ad, on mobiles, tablets & on the go
9	Use concise, punchy sentences as part of short, succinct paragraphs
10	Put information under every heading , so business seekers get as much detail as possible