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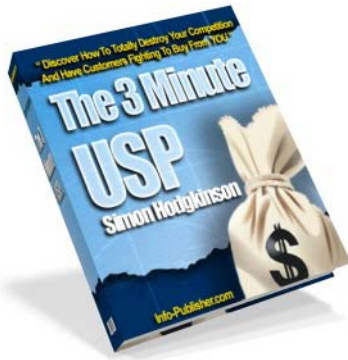
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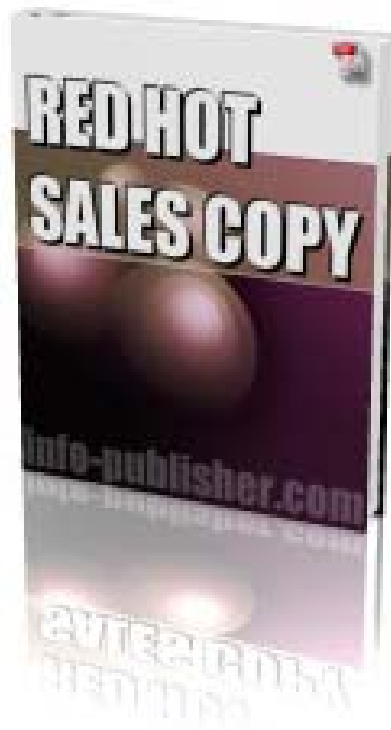
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Red Hot Sales Copy

Let me make a bold if not a little contentious statement, all successful web sites have good, well written sales copy.

For starters, you don't want your site to be littered with typos and poorly written sentences. The content and sales copy should sound intelligent; otherwise potential customers will click away. But all this is just obvious stuff, there is much more to good copy than what meets the eye.

Writing good sales copy is a much overlooked art ... one, that if you take the time to learn, can keep you in business for many years to come.

Think of your sales copy as your own personal force of salespeople. It will work for you day and night. All you have to do is write it. Therefore, you should plan to spend a substantial amount of time on it up front and then over time, change it, and test out new ideas. ***That's the key to making more money.*** Try it, test it and then change it if need be.

Before you ever start writing any copy at all, **you need to recognize who your customers are.** Are they professionals? How old are most of them? All this is extremely imperative. **You must write from your customer's viewpoint.** Figure out who they are, what they need, what they want, and then give it to them.

They are the people you want to impress.

Basically, let them know why they need your product. What benefits will it provide them? What problems do they have that your product is the perfect solution for? Don't be like everybody else and just focus on the mere features of your product, **focus on its benefits.**

Let's go back to the cookbook example.

Focus the sales copy on how many delicious dishes a person can make with it, the greater a culinary artist they will become, how they'll be admired for their skills and the time they will save with all the recipes.

Don't focus on the number of pages or the photos. People just don't relate to that nearly as well as they relate to an actual benefit.

The decision to make a purchase is more emotional than logical. If you can fill your prospects needs, and can do it NOW, your customers will become excited about your product.

There are quite a few sources out there to help you with your sales copy. One of the best is "[Winning Website Sales Letters](#)" and it's a highly recommended read.

Some Pointers: Remember, it's all about customer optimization. The following are a few pointers to remember when writing your sales copy.

Focus on the benefits:

Make a list of your product's features, and then write out why that feature is important. These are the benefits – make sure to express them! Customers do not really care about your product, they want to know what's in it for them (yes, we are all this selfish when you get right down to it). Get out your list from the USP exercise and re-visit it when writing your sales copy.

Focus on selling a solution to a problem:

Make sure to present a problem and make your readers acutely aware of it. You want them to relate to it as *their* problem. Your product is the answer to their problem. If you do this right they will feel very strongly toward purchasing your product.

Create a fear of loss and/or a desire for gain:

If it is possible to set a time limit on the price, do it. Explain what your visitors will lose or risk if they don't take advantage of your offer, or if they wait.

Tell your customers exactly what you want them to do. If you want them to order, tell them exactly how. If you want them to fill out a form, tell them to fill it out and even explain how.

Explain how your product will be delivered to them if they buy. Help make them feel at ease and understand what will happen after they order.

For example (obviously these won't all relate to your product):

Tell them they will receive instructions on how to download their software immediately after purchasing.

Explain to them that a password will be sent out immediately so they can access an online course.

Explain to them how and when the product will be shipped (is shipping free or is it extra?). Will they receive a tracking number?

Everyone loves to feel like they are getting a deal, so give away bonuses with your products. You want your customers to perceive your offer as one with incredible value.

Include testimonials; people like to associate with other people. If you can show that others just like them gained from your product you will be ahead. Photos of the person giving the testimonial really help convey credibility. Add details such as the person's city and state, occupation and anything else that may be relevant to your product.

Use the words "you" or "your" throughout your copy:

Customers need to envision themselves using your product.

Provide clear details:

- Address every potential concern.
- Answer every potential question – you don't want your customers to have to think about anything – they might leave and not come back.

Write a good headline that states a clear benefit, center it and make it bold and about twice the size of the rest of your text. It doesn't have to shout at your customers and flash across the screen, be bright red or 40+ font. Making it look obnoxious might actually detract from what it says. **Make it clear and focus on drawing in the reader.**

Headlines that convey a sense of mystery, newsworthiness and excitement generally work the best.

Use informal language – talk to your visitors, not at them.

Write with simple words; keep your sentences and paragraphs short.

Bold important words for focus:

- People tend to skim, make sure you highlight the words you really want them to read.
- Use bullets, it's easier to read.

Hypnosis

Imagine this. You write such wonderful copy that 50% of your customers cannot tear their eyes away. They have to order your product. It is the solution to an important problem that they must solve now. **They must buy your product and they must buy it now!**

Now, it's doubtful you can really hypnotize your readers into pulling out their credit card and ordering your product, but you need to get as close to that as possible. Strive to reach that "hypnotic" level. You can't argue with the fact that good salesmanship and good sales copy will only increase your sales.

Remember, writing good sales copy is an art form.

There is much more that can and should be said about the techniques you need to use. Good, well written headlines, ads and sales copy will increase your business volume tremendously. If you'd like to learn more about this persuasive art, I recommend that you check out <http://www.info-publisher.com> the site maintains a growing list of copywriting titles.

Your impact

Remember to leave a positive impact on your customers. That way, if they don't buy from you the first time, they will at least be open to revisiting the idea of buying from you later (and if you follow with some of the steps presented in the next few sections, it'll be easier to get your visitors back!).

Yes, you really want them to buy right now if at all possible, but use this as your back-up plan. You can and should try to get some information from your visitors just in case they don't buy from you the first time around. We'll discuss this a little bit later.

A lot of this seems obvious, but there are millions of sites out there that are not optimized for their customers. It's hard to really stand

back from your product and envision it from the customer's viewpoint.

Try it. **If you can accomplish this, you will have a giant advantage over your competition.** You will know exactly what viewers need to hear in order to buy your product. **Then you should strive to give it to them.**

Here is an interesting point to make.

In order for you to be successful and make money, *you absolutely must help people fulfill their needs*. That's one of the secrets to success. People out to make a quick buck who don't care about their product, their image or their clients never last very long. The successful business-person caters to their prospects and their clients. Help them get what they want.

One way to best accomplish this is to always think about what you would like if you were the prospect. What type of product would best fill your needs if you experienced the problem your product/service attempts to solve? What type of service would you appreciate if you purchased it? What follow-up would really get you thinking, "Wow, this company is great!" What could you write that would get you to buy your product if you were the prospect?

Strive to do that in every aspect of your business, and you will always come out ahead.

Remember, most everyone is selfish. In fact, most of your competitors are selfish. They won't focus on the needs of their customers. They will be focused on themselves. Therefore, if you genuinely care about your customers and it shows in the way you run your business and in the way you describe your product in your sales letter, you will virtually always be the one people choose to buy from.

It's the golden rule. Quite literally.

So back to sales copy...

Everyone has a different opinion, but here is a short list of things *not* do in your sales copy:

- » Don't write in all caps, it's hard to read and feels like your being shouted at.

- » Stay away from huge fonts and bright text colors – it can also make you feel like you are being shouted at.

- » Don't use exclamation points throughout your text – it will make the copy seem a little childlike:

Instead, get out a thesaurus and try to write your copy with words that convey positive enthusiasm – let the sentences convey enthusiasm, not just the punctuation.

» Stay away from hype; do not state anything that may seem too unbelievable - because chances are, no one will believe it. Also, if you do over-hype your product, you may be setting yourself up for a lot of angry customers if your product doesn't live up to all the hype you pitched in the sales letter.

Strive for honesty. Only write what you can back-up and prove. People generally respond to the truth.

Sales copy is a vitally important, yet often overlooked piece of the puzzle. In many cases, an entrepreneur will work hard on the product and building the website, finding good advertising sources, etc... but will not save enough time or energy for the sales copy. He or she also won't think to set aside money to have a professional write the copy for them. *How hard can it be, right?* Wrong. It's tough.

So what commonly happens is this. The sales copy just gets thrown together at the last minute. And unfortunately, this reflects in a complete lack of sales.

One way to avoid the “no sale” dilemma is to start writing the copy before you’ve even finished your product. This works especially well if you’re selling information products. Write an enticing sales letter for a product that solves a pressing need. Then make sure you include what you’ve promised in your ebook, software, or whatever.

You can even do this when selling a tangible item like a nut and bolt. Figure out what would be ideal, write it out, and then try to accomplish it. At the very least, start writing your sales copy earlier on. It may help you make some important marketing decisions (like who exactly your target niche is).

Exercise 5: Work through your headline and sales copy.

» Brainstorm the potential problems your product is the perfect solution for.

List of problems that your product helps solve or ease.

[illegible]

» Work through possible headlines. Use your USP (covered in report #1) and your most important benefits. Realize that your headline is quite possibly the most important part of your copy. *It is an ad for your ad.* Make sure to find the most important benefits of your product and include that in the headline.

List of possible headlines.

[illegible]

» Use the list of benefits you generated in the USP exercise (report #1). Turn the benefits you have not already used in your headline into a bulleted list that could be included in your sales copy.

Bulleted list of benefits.

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This should give you a great start.

Make sure that as you put your sales copy together, you edit and re-edit it. I sometimes read my copy a dozen or more times before I consider using it!

If you aren't going to write your own copy, this will make a great starting point for your copywriter.

After all, you know about your product and must educate them about its benefits and features before they can write a profit-pulling letter.

And finally remember it's important to constantly test and track your results. Tweak your headlines, your body copy and images to see which bring in the best results (more sales or more subscribers)

No web site is EVER finished as they can always be improved for continued growth and better results.

Keep working at your copy and you'll soon start to see the improvement.