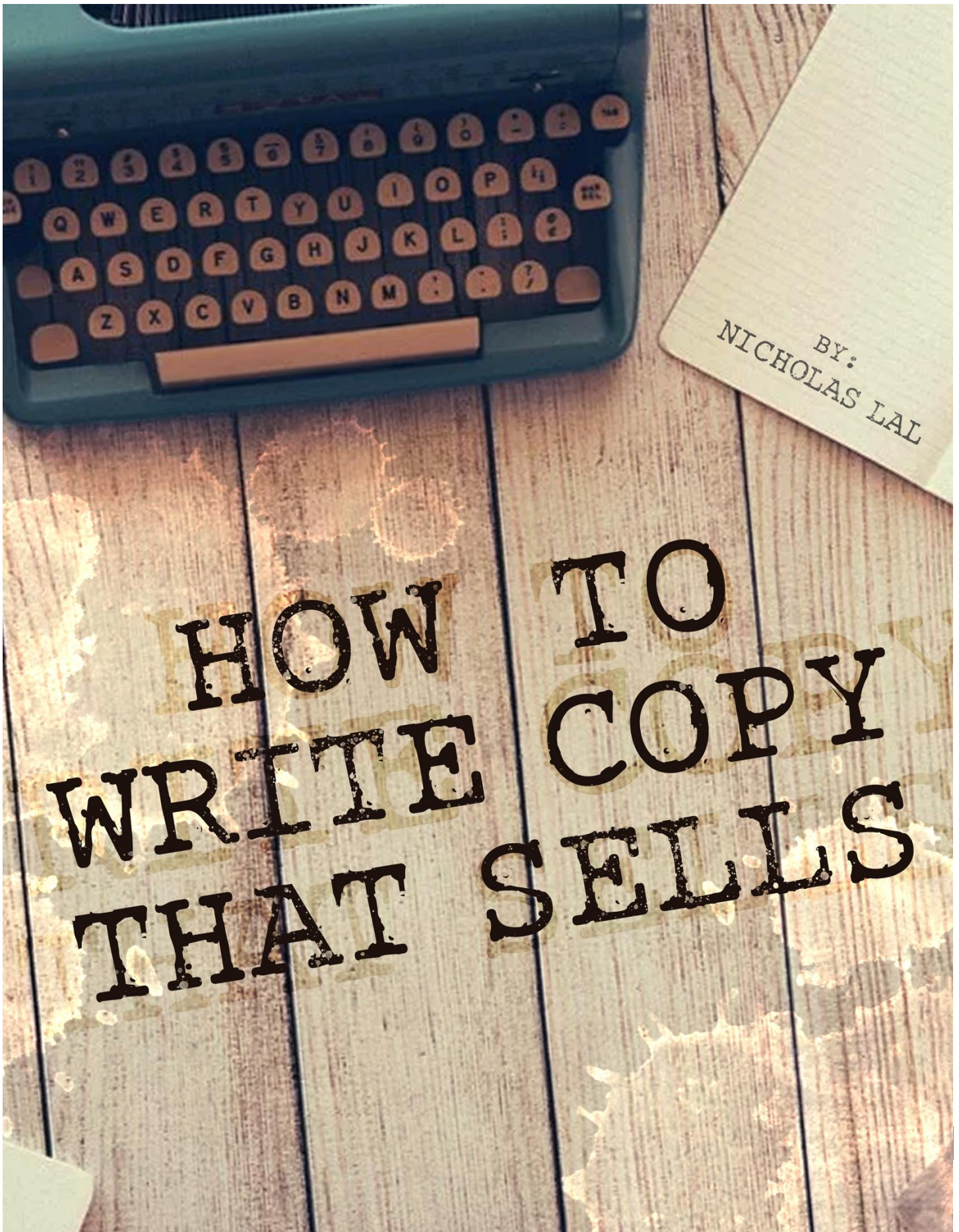


How To Write Copy That Sells



HOW TO
WRITE COPY
THAT SELLS



How To Write Copy That Sells

The Definitive Guide to Start Copywriting

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Act 1:

The Seduction

Setting The Stage

Studies have indicated that 80% of your visitors will stay or go *based on your headline*. With that in mind, your headline needs to snap your reader out of their daily-grind trance, drop everything Right Now and conveniently divert all their attention to your copy, which subtly reveals how to...

- Avoid pain,
- And/or enjoy pleasure.

Not surprisingly, this is why “How to” and “Discover” headlines are so popular.

Your headline then leads to your **Johnson Box** and *pleasure proposition*, perhaps along the lines of...

- “Find out how I increased my sales tenfold in just three short months with one simple technique.”
- “Watch as I create a sales system that earns me ten times my investment every month, without fail.”

Sub-Headline Considerations

Although purely optional, a compelling sub-headline gives you that *little bit of extra space* to tease them with something **very important**; a tantalizing



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“Take your hand off that damn mouse, it's time to settle in” cue that helps the visitor feel **no desire** to go *anywhere else* at the moment.

Tease, tease, tease...

Be specific. Specific headlines suck in targeted traffic because they give a *clear sense* of focus, individuality and confidence. This is especially important in online marketing, where there's a LOT of noise.

An exact stat can really stand out and get noticed:

“Simple Trick Produces **87.4% Profit Boost** In *Less Than A Week!*” [Proof]

- **Do not hide your intentions.** Instead, convey a *highly desirable aspect* of your offer. If you're sending targeted traffic to your site in the first place, there's no need for you to hide anything.

Conversely, why the heck would someone read on if they're being duped with a seemingly different topic than that which captivated their attention?

- **Avoid being cute or humorous.** Unless you *really know what you're doing*, this can oftentimes backfire; whereby sending your hard-earned traffic elsewhere.

Lead-In & Introductions

Your copy must *always answer* the **Top Four Consumer Questions** (previously covered on p.13 of *Lucrative Affiliate Marketing Secrets Revealed*) with one of them along the lines of...



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“Who are you? And why should I bother with even listening to you? So cut the crap, tell me your name, and what makes you qualified. Chop chop!

Great copy nearly always starts by making that connection rapidly with the reader, and moreover - *making it personal*.

To put what I just said into perspective, imagine you land on some random site with no personal introduction... just a sizzling headline that grabs your interest, immediately preceded by a pitch. Would that build confidence in **you** (as the actual visitor)?

Most likely, the exact opposite. Separate yourself from the faceless nobodies promptly to be ignored.

Tell your readers who you are at the start of your sales letter, and they'll start listening to you as if you were a person. The easiest way to do this is a quick and easy “mini-header”, transitioning straight into your opening salutation:

From The Desk Of: Your_Name

Hot Tip: Establish early on what/who are you in relation to the product. Just a few short sentences about:

1. How you encountered a problem,
2. Then discovered/created the perfect solution,
3. And ultimately, why you're worth listening to...
...will help quickly establish you as the **authoritative figure**.



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And it doesn't need to be long, complicated, nor 'awe inspiring'. Quickly reveal the overarching problem and introduce yourself (and your expertise)... only

THEN begin to (teasingly) get them salivating for your tender, juicy luscious living-the-dream benefits. Remember... *highly desirable* Magic Pills!

For example, all seasoned Online Marketers know that lists are the lifeblood of their business. However, it's not so much the 'big list' that matters. It's the **advantages** and **gains** a big list grants them.

Thusly, always consider ways to *expand on the advantages and freedoms* of your most desirable benefits.

Weaving An Intriguing Story

“So, here I was sitting by the riverbank in 2014, barely catching any carp at all.

About half way through the day, this other angler comes along and sits opposite me, sets up his gear and within five minutes he's in – 27lb carp. Half an hour later, before he's even finished setting up his other rods, he's in again – only this time, is a 32lb carp, and this is how the day went on.

He pulled out one huge carp after the other. Were it not for the fact that I'd witnessed it myself, I'd never of believed it. I could only imagine the amazing experiences he'd had. I wondered... *are all his fishing expeditions like this?*”

“After about three hours of me catching nothing, and him pulling these fish out one after the other... I couldn't stand it any long. I simply HAD to know



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what his trick is for catching so many fish, so fast. You can just imagine that *indescribably awesome* proud feeling after every fishing trip.

So I sauntered over to where he was standing, and struck up a conversation on his magnificent catches.

What followed was the most mind-blowing fishing conversation I'd ever had. It totally opened my mind. I then headed back, set up my gear all over again, and before I knew it... I, too, started pulling huge fish out of the lake with ease.

To this day, I nearly always catch bigger fish (and more often) than anybody else on the lake. You should see their faces! This one single conversation was so powerful that it changed the way I look at fishing forever.

Here's what he told me..."

Note the benefits are the *experiences* and 'Bragging Rights'; done right, this can be *every bit as powerful* as the standard 'avoid a problem' themes.

So you see, it's easy to write an enticing story that intriguingly conveys the powerful benefits of your offer. The trick is telling them a story (related to your product) that **they** *can relate to* also.



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Secret Interlude 1: Seduction Intensifier Brainstorm Tools

Copywriting Mind Mapping

When applying this highly valuable approach to the flow of your web copy, mind mapping can provide some *interesting and unique ways* to identify the features and benefits of your product that will attract **the right consumer market**:

- First, start by defining your overarching central theme in the center oval of your mind map (i.e. Carpet Cleaner)
- Next, extend off of the central theme with either *two or three-word* broad themes for the primary features and benefits, but still plenty vague enough to drill down.
- For instance, if you are selling carpet cleaners, one broad theme may be “deep foam action”.
- Now take it down a level. Within the context of these broad themes or ideas, extend out to examples of how your product works, and the benefits to be gained thereof.
- For example, extending off of “deep foam action” another level, you also note that the foam lifts dirt easily from both carpets *and* furniture upholstery.



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- Again referring to the Carpet Cleaner example, benefits might include the sense of pride such a beautiful-looking carpet produces, the wonderful compliments they'll receive, etc.
- Now go through this quick and easy procedure for *every broad benefit or feature theme* you can possibly come up with.

By mind mapping, you are helping yourself to visualize the flow of the text by creating easily-related-to mental images for the reader. You'll be amazed at the *fresh, new angles* you'll come up with to convey your product's awesomeness!

The Five P's of Persuasive Web Copy

Another powerful brainstorm tool for crafting compelling copy is the Five Ps of Persuasive Web Copy, which also *helps you to stay on track* with your objectives.

Problem: Prior to the solution, you must first convince the buyer there is a dilemma worthy of their immediate attention. You're setting the stage with a sense of urgency - *action must be taken in order to find relief*.

Promise: Essentially, you're promising the Magic Pills that are going to make everything better.

Proof: Having made such bold and daring claims, now's the time to make your solution irresistible by packing on the benefits like a luscious 7-layer sandwich; pointing out how quickly and easily the problem can go away.



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Price: After letting them salivate over the freshly-baking cake, time to add the icing... *Downplay the actual price*, as compared to all the wonderful Magic Pill advantages.

The idea is to convey that your solution is worth every penny – **and more** - *even if it may be more expensive* than some of the similar (but obviously inferior) products offered by the competition.

P.S. This is your chance to *provide your very best* benefit + ballsy guarantee; thusly nudging a fence-rider to jump onboard.

This simple formula can be adapted to any type of situation where you want to present an issue with a viable solution. See where this process takes you, the results will be pleasantly surprising!

Persuasive Qualifier Headlines

When partnered up with compelling copy, a great headline can make **all the difference** between success and failure. A headline that grabs attention fast is likened to a *tuning fork*. Here's three tips to tune your headlines with:

- **Simple.** Choose your words carefully, and avoid getting prolific with the word count. Use absolutely no more than necessary to grab their attention.

It only needs to *lure them in* with what's coming next; not tell a whole damn story.

- **Fast.** You will lose the reader in seconds flat, if the first two paragraphs have nothing to do with the promise; make the connection fast.



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- **Zesty.** Avoid the extremes of boring and hype-infested. Instead go with something simple, fast and zesty that people will want to repeat.

The Influential Story Technique

Whether or not a prospect turns into a subscriber or customer depends on just how well your story is told. Here are a few tips to help captivate your readers.

Set the stage for your story. Present your visitors with a conflict that must be resolved in a way they can relate to. The more your prospect can identify with the conflict, the better your chances of enticing him or her to keep reading.

Introduce your Magic Pills. Next, offer the ideal solution for taking care of the conflict. In a sense... the 'shining knight' that comes to the rescue in nick of time.

This is your chance to work in all the good qualities that make your solution the perfect way to deal with the conflict and thus restore order to the kingdom - the life of your prospect. Use this element to *start building confidence* that the solution really will work.

Shake your booty on the dance floor. Show how the solution actually resolves the conflict. You can use case studies, testimonials, or a number of other methods to back up the claims you previously made.

Make sure the proof methods used appeal to your audience in a way that helps them to *personally envision the benefits* of your product or service.



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Tell 'em how they can get a little. Inspire the fire of desire for your product by recapping the great benefits they can immediately enjoy, as compared to the *stupid-cheap cost* (i.e. such a generous slice of Heaven can be enjoyed for such a low price!)

The Power Introduction

In general, your sales copy has only a few seconds to grab the interest of a prospect and move them along to closing the sale.

That means you have to provide a compelling 'argument' for your offer, supported by the *most desirable reasons* why **your** product should be chosen above all others.

Here's a few tips on how to introduce your offer argument in a manner that helps quickly instill urgent hunger for those Power Benefits.

Avoid using fancy words. Write copy just as if you were talking to the consumer in person. This will help you to avoid using too many 'big' words that could end up backfiring and turn off your prospect before grabbing their initial interest.

Get into the heart of the solution. Relate the main benefits to *common situations* that come along with the problem. Quickly illustrating how the benefits (conveniently) remove obstacles will help to sustain interest.

Toss in some added Power Benefits just in case. For example, pointing out how the time saved can be used for more enjoyable tasks, or how the product helps to cut down on related expenses.



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These value-add talking points will help to demonstrate that the product is truly indispensable (making it even more attractive).

Recap the benefits. You can use a summary format for this, perhaps even a bulleted list. This helps to reinforce the benefits in the mind of the reader and prepare him or her for the close of the sale; thusly making a huge difference in *how often* you close the sale.

Allow For No Excuses

Consumers always have objections. It is a fact of life. It is also a fact that you overcame some of them in your copy already. What remains is to remove any *remaining* call to action obstacles. Here's what you need to do.

Give great *bonus benefits*. In other words, provide added value to the benefits already listed. These may be more specific, whereas the earlier content was broad.

Give a long-period money back guarantee. This will often hook in many consumers who are sitting on the fence. If you are willing to provide a 1 year money back guarantee where the competition offers thirty or sixty days only, you'll build strong confidence and credibility with the prospect.

FAQ it all. Reading through a thoughtfully-constructed FAQ page can make a huge difference in properly swaying your prospect (especially if it's a complex method, software, etc.)

Offer a trial run for monthly memberships. This will depend a lot on your target niche markets. However, an introductory rate might be just the ticket (i.e. "For a limited time only, enjoy your first 3 months for the price of 1!")



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Show expert testimonials. People like to know that some type of expert thinks it's a good choice, such as professionals who can point out some of the more attractive characteristics of the product.

Act Now – Thank Me Later!

The primary objective of *persuasive copywriting* is to compel the reader to make a decision Right Now. Yet all too often, copy builds an excellent case for considering the product... but does not *follow through* with that little extra something that pushes the prospect off the fence and into buyer mode:

Do not assume. Do not assume that your prospect remembers all those great advantages you so painstakingly mentioned earlier in your copy.

Instead, do a quick recap.

The recap does not have to be an exhaustive replay of all those benefits. In fact, something as simple as a quick bulleted list will often do the trick.

This simple device makes it possible for the reader to see the benefits one more time without having to scroll backward to review them.

Provide secondary values. The idea is to convey the fact that the product is versatile and there is a good chance it will solve more than one problem, or replace more than one product the prospect is currently using.

This usually sets very well with consumers who want to get the most for their money.



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Offer scarcity. Make an offer that must be taken advantage of *right this very minute*, such as a limited time discount, or free support for a month.

The consumer likes to feel they quickly got the better end of the bargain.

You now have an impressive array of **Power Copywriting brainstorm tools** at your side, anytime, anywhere.

I strongly suggest you immediately go back through all of your current squeeze pages and sales pages and apply these powerful methods and tips (after you finish devouring this handy little guide, of course).

Please DO share your *awesome conversions increase* based on my teachings.

And now, back to our regularly scheduled broadcast...



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Act 2: Intense Pleasure

Turning Up The Heat

Seduction Marketing plays on the advantages that *naturally come with* the solutions that you provide... the feelings, the happiness, the pride, the adventure, the entertainment... whatever *desirable effects* your Magic Pills provide.

This is an important distinction (vs. a product's *features*). So really expand on those gains, because things like a big list, lots of money, and losing weight **mean nothing** *on their own*. It's the pleasurable gains that really matter (and *the pain avoidances*, of course).

Without those **deliciously stimulating feelings** of *experiencing the advantages and gains*... your web copy will come off as vapid. Consequently, your product's features will come off as dull, boring, and lackluster.

Cementing Yourself in Your Prospects Mind

There's several ways to do this, especially if you can “mix and match” them:

- Use credible testimonials of your product.
- Use proof (i.e. photos, payment processor screenshots, video, etc).
- Quote Industry Professionals and famous people *relative to your product*.



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- Include a picture of yourself, along with a clean-looking digital signature.
- Include your previous testimonials (even if not directly related).

What we're doing here is quickly *eliminating initial doubts* without beating around the bush. Moreover, these methods help nail one of the **Top Four Consumer Questions** to the wall: “Why should I believe you?”

Eliminating doubt and squashing fears is an **all-important element** of truly compelling copywriting.

Remember what you're writing for, remember what you seek: Keeping the attention of the reader, while establishing your authority (as you introduce *how your product* improves lives).

The Tender Meaty Goodness Within

Going past your headline/sub-headline, Johnson Box, and pleasure/pain propositions... your reader finally arrives at the main body of text that *directly talks about* individual aspects of how your product's going to help people.

Something that many Marketers get all wrong is yammering on too much, like one huge, stinky, dirty body of text written in an entirely unattractive way; whereby creating the perfect (fugly) turn-off that no one reads.

So let's look at how to *correctly go about* informing your visitors about your product, while keeping it interesting. For starters - regardless of the product or niche - the organized bullet-point approach is a **time-proven winner**.



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It's fast to read, looks nice, and *best of all*:

If the reader isn't interested in a particular product point, but is interested in general, they'll be able to conveniently move around without a fugly slog of long copy text ruining the experience. Use benefits-bullets when feasible, because benefits sell, and features *justify*.

Features and Benefits Briefly Revisited

On that note, I'd like to briefly touch on this important distinction one more time, because sometimes it's hard to define the difference between the two (especially for newbie Copywriters). So before moving on, I want to give you a couple of real quick examples of each. Using the fishing niche for illustrative purposes:

- “You'll also enjoy your very own copy of the Ultimate Fishing Handbook” or “...showcasing the top 500 places to fish in the country, including the exact locations of record catches...” = **Feature**.
- “Guaranteed to increase your catches five fold within a week of use!” or “...takes you by the hand and increases your chances (by *at least one* order of magnitude) of getting into the record books alongside the All-Time Greats.” = **Benefit**.

It's extremely important to know how this works, because a plain list of features rarely ever sells. Conversely, having a fully-loaded set of benefits with very few features leaves your reader confused as to what the product 'does'.

Both are **crucial**, and both have their place.



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The Lost Art Of Giving Great Bonus

Next up comes the importance of *giving great bonus*. When looking at what bonuses to offer, be imaginative in adding real value to your main ('flagship') offering. Attain to stay tightly-themed (or at least relevant) to your offer.

For example, throwing in a *fishing guide* with an IM-based offer would be like...

well, a fish out of water in a manner of speaking. And here's the thing - It doesn't have to be an eBook or special report worth a particular amount of cash. It can be anything of value... secret page or post access, or perhaps even your time via a free 15 minute 1-on-1 consultation (or something to that effect).

Remember that even though your bonuses are related to your product in some way, *each bonus* should be treated as a “mini sales letter” showcasing its **very best** benefits. It is not uncommon for someone to purchase an information bundle *based more on the great bonuses*, than on the main product itself.

Granted, you do not necessarily need to write a whole extra sales letter to sell each bonus, but if it really IS an excellent bonus... “Shout it from the rooftops!”

with a compelling lead-in, several punchy bonus benefit bullets, and a wrap-up.

Also, avoid giving away too much in *advertised bonuses*. Sometimes, giving away too much up front can actually devalue the product by leading to more



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doubts in your readers minds (i.e. the main product must be crappy to have THAT many bonuses).

This is where **unadvertised bonuses** come in, because you can NEVER be “too generous” when it comes to unadvertised bonuses; conversely, people tend to remember generous vendors.

Seal the Deal With Your Iron-Clad Guarantee

Next comes your guarantee. An integral part of gaining the trust of your readers, is to eliminate (or at least mitigate) their risk. Most importantly:

- Never make a guarantee that you will **not** loyally keep.
- And *never guarantee results* on a premium product or membership offering no matter how confident you are.

Aside from any possible legal ramifications, many people half-ass things, and then complain because they didn't achieve the desired result (obviously through no fault of your own).

With info products for example, there's always going to be the odd time waster that tries to get your product for free and ask for a refund. One option to avoid this is to only offer a refund to those that have taken your teachings and *put them to work*; effectively explaining why it doesn't work.

Done right, this has the added advantage of *inspiring a shedload of confidence* in your product by eliminating reservations. The only catch is **you** have to be super confident in what you're offering.



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Your guarantee is definitely something that you should seriously consider, if you haven't already. Just remember: Stronger = better conversions and less refunds.



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Secret Interlude 2: Power Words For Fun & Profit

Power Words

If you notice a duplicate Power Word in more than one category... that's OK. It simply means that it accommodates *multiple case-use scenarios*. What follows is a generous heaping helping of Power Words – all *neatly alphabetized and categorized for your copywriting brainstorm pleasure*.

Enjoy!

Results-Oriented Power Words

Accomplished, Achieved, Added, Advanced, Attained, Augmented, Boosted, Built, Combined, Completed, Consolidated, Constructed, Contributed, Delivered, Demonstrated, Diminished, Earned, Eclipsed, Eliminated, Enjoyed, Enlarged, Enlisted, Ensured, Excelled, Expanded, Expedited, Extended, Finalized, Fulfilled, Gained, Generated, Grew, Guaranteed, Hastened, Heightened, Improved, Increased, Innovated, Integrated, Introduced, Invented, Joined, Launched, Lightened, Minimized, Modernized, Obtained, Opened, Orchestrated, Overcame, Prevailed, Produced, Qualified, Realized, Received, Reduced, Rejuvenated, Renovated, Restored, Targeted, Uncovered, Unleashed, Unlocked

Problem-Solving Power Words

Alleviated, Analyzed, Brainstormed, Collaborated, Conceived, Conceptualized, Created, Debugged, Decided, Deciphered, Detected, Diagnosed, Engineered, Foresaw, Formulated, Found, Investigated, Recommended, Remedied, Remodeled, Repaired, Revamped, Revitalized,



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Revived, Satisfied, Solved, Synthesized, Theorized

Quantitative Power Words

Appraised, Approximated, Audited, Balanced, Budgeted, Calculated, Checked, Compiled, Compounded, Computed, Conserved, Converted, Counted, Dispensed, Dispersed, Earned, Enumerated, Estimated, Figured, Financed, Grossed, Increased, Inventoried, Maximized, Multiplied, Netted, Profited, Projected, Purchased, Quantified, Rated, Reconciled, Recorded, Reduced, Remunerated

Communication-Based Power Words

Acted, Adapted, Addressed, Admitted, Allowed, Amended, Arbitrated, Argued, Ascertained, Attested, Briefed, Clarified, Cleared up, Composed, Concluded, Consented, Consulted, Convinced, Corresponded, Critiqued, Dedicated, Defined, Deliberated, Demonstrated, Drafted, Dramatized, Elicited, Explained, Extracted, Fabricated, Fashioned, Greeted, Highlighted, Illustrated, Improvised, Indicated, Inferred, Informed, Instructed, Justified, Lectured, Marketed, Mediated, Moderated, Negotiated, Perceived, Persuaded, Presented, Publicized, Queried, Questioned, Referred, Rendered, Reported, Represented, Revealed, Sanctioned, Settled, Shaped, Smoothed, Sold, Solicited, Specified, Spoke, Submitted, Summarized, Supplemented, Supported, Surveyed, Synthesized, Systematized, Taught, Tested, Translated, Transmitted, Verified, Welcomed, Wrote

Assistance-Based Power Words

Accommodated, Advised, Aided, Alleviated, Assisted, Assured, Bolstered, Coached, Continued, Cooperated, Counseled, Dealt, Eased, Elevated, Enabled, Endorsed, Enhanced, Enriched, Familiarized, Helped, Interceded, Invigilated, Mobilized, Modeled, Polished, Prescribed, Protected, Provided, Rehabilitated, Rejuvenated, Relieved, Replenished, Rescued, Returned, Saved, Served, Sustained, Tutored, Validated



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Planning-Oriented Power Words

Administered, Anticipated, Commissioned, Determined, Developed, Devised, Evaluated, Forecasted, Formulated, Identified, Observed, Planned, Prepared, Prioritized, Researched, Reserved, Revised, Strategized, Studied, Tailored

Organizational Power Words

Acquired, Activated, Adjusted, Allocated, Altered, Appointed, Arranged, Assembled, Assessed, Assigned, Authorized, Cataloged, Centralized, Charted, Classified, Collected, Committed, Confirmed, Contracted, Coordinated, Customized, Delegated, Designated, Designed, Dispatched, Established, Facilitated, Housed, Implemented, Incorporated, Instituted, Issued, Linked, Logged, Mapped out, Neatened, Obtained, Ordered, Organized, Procured, Programmed, Recruited, Rectified, Retrieved, Routed, Scheduled, Secured, Selected, Simplified, Sought, Straightened, Suggested, Tracked

Execution-Oriented Power Words

Acted, Administered, Carried out, Collected, Completed, Conducted, Displayed, Distributed, Entered, Exercised, Forwarded, Handled, Input, Installed, Labored, Merchandised, Operated, Performed, Processed, Produced, Proofed, Proofread, Prospected, Proved, Shipped, Sold, Stocked, Transacted

Leadership-Oriented Power Words

Accelerated, Assumed, Caused, Chaired. Changed, Conducted, Directed, Disproved, Elected, Employed, Empowered, Encouraged, Enlisted, Envisioned, Fostered, Founded, Guided, Hired, Influenced, Initiated, Inspired, Involved, Led, Managed, Mentored, Motivated, Originated, Pioneered, Promoted, Raised, Recognized for, Set goals, Spearheaded, Stimulated, Strengthened, Supervised, Trained, Transformed, Visualized



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Onward to the conclusion... **Act 3: Mad Hot Climax!**



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Act 3:

Mad Hot Climax

Exploring The Copywriting G-Spot

Instant gratification. What is there not to like about it?! So as a Copywriter, it's extremely important to assure your potential customers *instant delivery*. Because let's face it - instant gratification is *woven into* the very 'fabric' of the Internet; quick and easy impulse buys with just a few mouse clicks. When they're in the mood, people want their stuff Right Now.

Especially if your product is being **mailed out** via a print-on-demand service such as Kunaki or CafePress... give them some *related digital goodies* they can download immediately.

Also remember to let your potential customers know something along the lines of “Your download is waiting for you on the next page...”, or “In mere seconds, enjoy instant access to...” etc.

Copywriting Erogenous Zones:

No distractions. Avoid all unnecessary “click me” noise and contusion. This is by FAR the biggest problem that I constantly see over and over again... a load of links to see other stuff, and *no clear call to action* in plain view; to the extent that it often cause an acute case of **brain pucker**.

Click here to see this, click here to see that... it just plain doesn't work. It's irritating as all get out, and does a great job of **losing visitors** every time.



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No constraints. Worry not about length. Take as much space as you need to *magnificently convey* the rich benefits of your offer.

The whole 'Long copy style vs. Short copy style' debacle has absolutely nothing to do with word count “length”; but rather visual aesthetics, and info accessibility.

So if you are to become a truly profitable (i.e. sustainable) Copywriter, it's because you *actually take the time to understand* why these various elements work; and moreover, **how** they can be effectively 'stacked' for even greater results.

I chose not include a one-size-fits-all “sales template” for this very reason: *Avoid the cookie-cutter mindset at all costs.*

Focus. Your sales letter should *only ever* do four things:

1. Entice with benefits.
2. Exude your expertise.
3. Crush fears and doubts.
4. Lead to a unified call to action.
5. There is no #5. That's it!

See your sales letter as kind of a bridge. The starting point on one side is the headline, and anyone who successfully gets across the bridge to the other side has either subscribed or purchased.



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To give them the *best chance of a safe crossing* (i.e. generating a new lead or sale), keep focused, and rip out all the irrelevant garbage that's harming your Traffic Funnel. If it doesn't exude your expertise, entice with benefits, crush fears or unify a call to action... **it's gotta go**. Pure and simple.

No false assumptions. It's only natural after you've been at something for a long time, that it seems simple or obvious to you. However, it's not necessarily the norm for others.

So depending on the market you're going after, there's going to be some degree of variation in the type of visitor you get (i.e. previous knowledge/experience).

This is why it's crucial to *truly understand* **exactly** who your precise target demographic is

Spice up your copy. Your writing style should be neither hard-sell all the way, nor boring. Make it come alive; especially in regard to your product's benefits. Remember your product isn't merely 'cool', or 'nice'. Hell no. It's got to be amazing, astounding, rock solid, laser-targeted, and *unbeatable*

In other words, get excited - *minus the hype, such reckless use of exclamation points (!)* - and weave in some of action-oriented **Power Words** when feasible.

Never lose your mojo. At each stage, you're piling on the Seduction, Persuasion, and Influence like a mad-hot belly dancer who knows her craft; coming to a powerful climax that leads to an opti-in or purchase.



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The desirability of your offer should always keep getting sexier and hotter, faster and faster; picking up the pace and piling on those benefits, crushing doubts, appeasing **your** hunger for pleasure in the form of a lead or sale.

Be sure to go through and make an **honest appraisal** of each of your sales pages (and squeeze pages), to spot any deviations from the above. Re-work them accordingly, and remember: *Small changes can produce big results*. It's the snowball effect of your sales letter, and it works like a charm.

It's All About The Action

The call to action is something that IM'ers just starting out are not comfortable with, and end up making their call to action in a weak, roundabout way. Point of fact: A Traffic Funnel's sole purpose is to create a *unified call to action*. Beat around the bush with an unclear action call – **you lose**. Pure and simple.

A great way to **mitigate customer objections** is to explain in plain, simple English why the risk is absolutely minimal, *as compared to the benefits*.

For example:

- Enhance the *perceived value* and *pleasurable gains* vs. its cost.
- Compare the price to something people can relate to *in every day use* (i.e. comparing the price to a movie and tub of popcorn).

Specifically *when asking for cash* (vs. a freebie seeker opt-in), always consider ways to diminish cost importance via the advantages the customer will enjoy.



How To Write Copy That Sells

Your potential customers are simply not going to give you their cash if the benefits they'll enjoy are not at the **forefront** of their minds. It's just another way of strengthening your offer and giving the readers the impression that your price tag isn't nothing *compared to the benefits they're receiving*.

P.S. I love you!

While still on the subject of calls to action, P.S.'s do work **when done right**; designed in such a way as to bring the most powerful benefit and doubt-rusher together with a final order-link persuader.

However, *certain types* of Traffic Funnels would look awkward with a P.S. and are better off without one so *use discretion*, and never force a P.S. if it doesn't **naturally** fit the flow.

To Your Success

Nicholas Lal

PS:

Since you've mastered copywriting now, your next step is to build your email list effective and use your copywriting skill to make the killing by crafting kick ass swipes and killer sales copy!

If you like "How To Write Copy That Sells" I'm very sure you will love "List Building On Fire"

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