

# KILLER WEB COPY



# **Blueprint To Creating Your Own Killer Web Copy!**

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# **Chapter 1**

## **What Is Copywriting?**

Copywriting is basically marketing. Copywriting is persuasive and it promotes an overall idea about a company, product or service. It is one of the most important aspects of marketing.

Copywriting can include anything from slogans to articles. Understanding copywriting is essential to being able to successfully run a marketing campaign.

Basic copywriting has the single intention of selling. The reason for the copy is to sell a product or service. When it comes to website copywriting, though, there are two main intentions.

Website copywriting has the goal of selling and also a goal of boosting search engine rankings. For this reason, website copy is usually more in depth and wordy than the typical copy.

Copywriting is the aspect of choosing words and text. It does not usually include the look of the copy. However, when it comes to website copy, all aspects are considered.

Since the main idea of copywriting is to sell an idea, product or service, it is very important for a business owner to understand what makes up a good

copy. It is all about quality content that gets to the point and captures the potential customer's attention.

Copywriting is about knowing how to use words. You have to know how to manipulate them and put them together in a way that achieves your ultimate goal. A good copy will grab attention and make people excited.

The internet is a large place to try to run a business. Success in the internet market place is all about catching people's attention. You have to be able to get people to come to your website if you ever want to sell a thing.

Copywriting can be the way to get visitors and make money. With all the competition online, copywriting can be one of the ways to make your business stand out from the crowd. You must have something that will set you apart or you will get lost in the crowd very easily.

Effective copy is going to speak your target audience. It is going to offer useful information that will captivate them. You should address concerns, answer common questions and explain your product or service in your copy.

Remember, though, that your copy must be easy to read and something that will hold the readers attention.

Your copy should make your customers want your product and feel, even, as if they need your product. You have to sow the seed in their mind that they can not live without your product. Effective copy can do just this.

It helps to write your copy from the point of view of your target audience. Use language they would use. Talk as they would talk. You have to relate to them on that deeper level or they will likely click away to someone else's website.

Copywriting can really make a huge difference in your online presence. It can bring in a large crowd or it can keep people turning away. Hence, this is why it is so important to understand copywriting.

As a business owner, you understand that marketing your business is important, in fact, essential to your businesses success. However, if you never understand and grasp the concept of copywriting, then you will never be a success.

The quality of your products and how great they are is something only you will know until you start telling people about it. Essentially, that is what your copy will do.

You should approach your copywriting with the same enthusiasm you have when talking about your products. You want to convey that in words to your readers. You have to be passionate and articulate.

You have to use the power of words to draw a mental picture for your readers about just how great your product is and why they must buy it.

Your copy is something very important that you should spend plenty of time developing it and revising it until it is perfect. This is one area where you will not want to just throw something together.

Copywriting is something that not everyone can do. If you find yourself struggling with copywriting, then you may consider hiring someone to write it for you.

This is a good idea for someone who can talk passionately about their product, but that can not seem to get those words into print.

A trained and experienced copywriter can turn verbal passion into written passion for a copy that will blow your customers away.

That is the bottom line of copywriting. You want to blow your customers away so you can start your business on the road to success.

## **Chapter 2**

# **Making Copywriting Speak To The Customer**

### **Speak to Your Customers via Web Copy**

One of the key components to good copywriting is to make your copy speak directly to your customer. This means avoiding the common tendency of being generic.

It also involves speaking to the customer, not at them. By making your copy personal, you will have a better chance of reeling in your customers and really grabbing their attention.

People respond best to their name. When a person sees something with their name on it, they are more likely to read it. The internet offers many tools that allow you to personalize your copy for your customers.

These tools will insert your customers name into the selected areas of the text. This can have a very powerful effect.

Your copy should be written so that an average person can easily read it and understand it. Many times when writing a copy, people get lost in technical jargon or tend to talk around the subject.

The trick is to just write in a plain and straight forward manner. Your customers will be more likely to read through to the end if you do.

Knowing your audience is a must. This is critical to writing copy. You have to understand them in order to be able to write for them. When you are writing a copy, you want to speak to your customers thus engage them. You do not want to preach at them or jam your message down their throat.

You should write in a friendly manner. You want to avoid writing in third person, which comes across as distant and will not allow you to really connect with your customers. You should try using first person, if possible.

Your goal should be to keep the customer interested. You want them to keep reading. You have to grab their attention and keep it. You have to make what you are saying interesting to them.

You should always keep your objectives in mind so that you are focused when writing your copy. Even though you are trying to be friendly and engaging, you still have your main objective of selling to keep in mind. You have to learn to write copy so you can sell without being boring or pushy.

The internet marketplace has really changed a lot about copywriting. The internet is a whole new world where everything is about the written word. In no other marketplace does the written word have so much power.

The internet is a huge place with many options. Copywriting is so important to the online business world because it is usually the only contact a business will have with their customer.

Often if a person comes across a business website and the copy is not grabbing their attention and engaging them, they will simply click away. The opportunity for a sale is lost and the person is unlikely to ever return.

Online, you have one chance to make an impression. Your copy has got to be right on or you will not sell. It is that simple. Your copywriting is the backbone of your online business. You can not mess around when it comes to your copywriting.

Copywriting for the online business marketplace is something that has a lot of power. It is the connection between the customer and the business. It is the one time a business gets to sell and the one time they have to impress potential customers.

The things mentioned about keeping your copy personal, friendly and direct are very important to writing internet copy. This is because you get that one chance to reel your customer in and taking this approach is the best way to do it.

Many things online are very impersonal. When a customer runs across something that is personal, they are likely to stop and take a minute to check it out.

The same thing can be said about being friendly. Many online things are quite blunt and when a person comes across something that is friendly and engaging, they are more likely to stop and read it.

There are many websites which have copy that is written in almost a riddled style. It can be hard to get the point. When you are writing copy that is direct and gets to the point, you are going to be more likely to have customers that read through to the end.

Writing copy is almost an art form. Good copywriters can spin the best copy that will do everything from engaging the reader to selling the product, all without the customer ever feeling like they were being sold to.

## **Chapter 3**

# **The Art Of Keeping It Simple In Copywriting**

### **Keep Your Web Copy Simple**

Copywriting is an online businesses best tool. When done correctly, it is the main driving force behind a business's success. In order to be able to produce good copy, a person must know some of the fundamentals of copywriting.

When it comes to the internet it can be tempting to make your copy flashy. You may think using glittery letters or designer backgrounds adds to your copy. In reality, that is not true and it may, in fact, do just the opposite.

Copywriting is all about the power of words. It is the words that make all the difference, not the layout. One of the fundamentals of copywriting is to write with black lettering on a white background. This keeps things simple.

You can focus on your words and what's important. Your copywriting should not need anything fancy to make it interesting.

If you feel like you have to jazz up your copywriting, then you need to do some serious revision. Copywriting should be strong and able to stand on its own.

Using black text on a white background is not as plain as it sounds. The internet is littered with flashy web pages. A page of black text on a white background may just be the best way to catch someone's attention.

When your website pops up a person may actually take a minute to see what this plain looking page is all about. The words will be more likely to stand out too, so they will do a better job of catching the customer's eye.

You can do more with a simple page than you could ever do with a page filled with animation, fancy lettering and all that other stuff many websites use to attract attention. A simple page looks much more professional. It makes a good impression about the business in the customers mind.

When people see a webpage that is filled with all the crazy stuff, they are not likely to think a professional business person put it together. They may start to doubt the company's abilities or products, which in the end could cost a sale.

A professional website is an online businesses best asset. People are more comfortable with doing business online these days, but they still have their reservations. Making customers feel comfortable and like they can trust your business is still essential.

To make customers feel secure, you have to provide a professional image. You have to make them feel like you care and you have to become a trusted source of information. By simply using a layout of black on white, you can begin to build this relationship.

You are going to stand out from the crowd, not because you try too hard, but because you are keeping it simple. Your customers will see that you are serious about business and that will really get their attention.

Then it is simply a matter of using the power of your words to reel them in. You have managed to do something that so many internet business people have overlooked. The power of strong words, a focused message and a simple presentation is something not to under estimate.

Additionally, when it comes to the internet, all that fancy stuff can really cause problems.

First, customers do not want to strain to read what you have written. Secondly, for those with slower download speeds, it could take a while for your website to load and they may decide it is not worth waiting.

Copywriting should be about the message and nothing else. Too many times people get caught up in making their copy look good. That is where many people go wrong. The idea of good copy is not how it looks, in lieu how it reads.

The time you spend should be on writing the actual copy, not designing a layout or look for it. If you spend more time writing the copy, then you will do a much better job. Your final product will catch more customers this way.

Writing good copy is something that will come with practice. You can get a good start, though, by focusing on the writing. Keep in mind that your words hold more power than a glittery font, any day.

When putting together your copy, you can use different size of fonts to help emphasize if needed. You can use italics or bold font, as well. You just have to remember that 99% of copywriting should be actually spent writing. It just pays to stay with the basic black on white layout, though.

# **Chapter 4**

## **Copywriting For The Online Reader**

When copywriting for the internet, there are many things you have to keep in mind. The fundamentals of writing copy for the online marketplace are designed to help you get the most out of your copywriting.

You want your copy to sell for you and in order to do so you have to understand some key points about internet copywriting.

When people read on the internet, they are very selective. The internet, after all, is greatly composed of written work. Despite the popularity of online videos, the written words still holds the most power.

The power of the written word is very important to an online business as well as understanding the way people read online.

Online readers want information that is straightforward and easy to understand. They do not want to have to read pages and pages of information to get to the point. They also do not want to have to wade through filler to get the message.

So in order to write good copy for the online environment, the first thing you have to know is keeping your copy short. You want to try to keep it to one page in length.

One page works well because only then the reader does not have to click to the next page. Additionally, more than one page is really expecting too much from an online reader.

With one page of copy, you also have everything right there on one page. Should a person choose to simply skim the copy, the deal is located at the end of the page and they will not miss it.

One page copy is also much easier to set up than multiple pages. So in the end, keeping your copy to one page is ideal for you too.

Unfortunately, getting everything you want to say on one page can prove to be a challenge.

It is very important to have some keen editing skills to guide you. You have to get your copy to the bare essentials. What you end up with will be a no frills, direct sales message that gets to the point and catches the reader's attention.

The next important thing to learn about writing copy for the online environment is about using links. It can be very tempting to put links throughout your copy. You may even think it is a good idea to insert a link in every so often that will take the person to the sales page where they can buy now, but links can be harmful.

Putting in too many links can be confusing. Many times people click a link and a new window opens up, but for some people who may have their browser settings configured differently, the new link comes up in the existing window. This means they have lost your sales page and may not come back.

Links also can become tiresome to read over and over. It can be annoying to have a link in every other paragraph. That can break up the sales momentum you have been trying to build and cause the reader to never get fully drawn in by your copy.

Another issue with links is they are distracting. Not only can they break up the momentum in a copy, but when those windows pop up, the reader could get lost on that site and forget to ever finish reading your copy.

Worse than that is when a web address changes and someone else takes over their old address. This could lead to inappropriate websites popping up, which is never too good for business and could lead to big problems for you.

Links also expires. The internet is ever changing. A link that is good one day may not be the next. Nothing is more frustrating than coming across a dead link. This could be the one thing that really makes a customer decide not to do business with you.

You should use links with care. Try to keep them near the end, after your message is very clear to the reader.

You should also check your links often to ensure they are still active. When entering them, you should check them to make sure they are correct and go to the website you intended.

Web copy can be a challenge. You have to not only write a powerful copy, but also tailor it to the online reader. You have to keep it short and avoid adding in too many links if you want to make sure the average online reader will be interested.

# **Chapter 5**

## **Two Essential Tools You Need When Copywriting**

### **Tools of the Trade for the Copywriter**

There are two main tools that you can use to really help you write a web copy. You will need a HTML editor and swipe files. These two tools can really help you define and perfect your copywriting.

A HTML editor is a program you can get for your computer that helps to create content for online usage. The HTML editor will code your writing so it is ready for you to enter onto your website. On some cases, the program may even create the whole webpage and you simply enter it onto your website.

A HTML editor is important because you want a professional, well done look. You will no doubt be spending a lot of time working on perfecting your copy, so you will want to make sure it is displayed nicely once it is online.

Having a program that will assist you is invaluable. You would otherwise have to hire someone to do the work for you, which could be costly. You are saving yourself money and keeping a good image by using an HTML editor.

Learning all the complexities of creating web pages can take a large chunk of your valuable time. Hiring someone is often going to cost quite a bit and when you can do it yourself, it seems pointless.

A HTML editor will guide you through the process. These programs are fairly easy to use and made for people who are not experts at putting together websites or website content.

You can get one of these programs in any computer software where is sold. It should be reasonably priced and very easy to find and install.

Swipe files are a copywriter's main assistant. Swipe files are samples of different copywriting that have been especially successful.

You will use swipe files to gain knowledge and to get inspiration. You should begin your swipe file as soon as possible.

You can gather copywriting anywhere that you see it. Just choose winning examples that have proven to work. You want to choose copywriting that works so you can adapt the style to make your copywriting successful.

You are not going to copy your swipe files, but rather use them as guides. You will need to learn how to adapt them to your needs and still keep that winning thing that made the original file successful.

These tools are just that – tools. Nothing is going to make you a good copywriter except time and practice. You can not expect that an HTML editor or a good collection of swipe files will make you write winning copy.

Basically these tools are going to enhance your work and help you to develop your style. You will be able to use them to help you become a successful copywriter.

Tools are going to be a guide or assist you in some way. You should use them and you should get the most from them. If you have them, then don't let them go to waste.

Besides a HTML editor and swipe files, you may find other tools that can help you in your copywriting. There are software programs aimed at helping you to optimize your copy.

Some software programs promise to make your copy an automatic winner, but this is not the case. Software programs can only assist you. They can not make your copy great if it really was never great to begin with.

You may use a software program to help tweak your copy. However, it is not an essential tool. If you do not use software, than that is fine too. This is one of those tools that are optional.

The two main tools that copywriters need are a HTML editor and swipe files. No modern copywriter can be efficient and effective without them.

A HTML editor is a fairly new tool, but it has become so important that it quickly made its way to an essential tool.

Swipe files have been used almost as long as copywriting has been in existence. They are considered by those in the industry to be something that a copywriter can not live without. You should add to and update your swipe files often to make them the most useful tool.

You may find other tools like software programs along the way that really help you. Each copywriter has their own tricks and tools they use to help them write copy.

You will find, though, that every successful copywriter has the two main tools – HTML editor and swipe files- in common. This is because they are just such worthwhile tools.

## **Chapter 6**

# **The Importance Of Copywriting To The Selling And Marketing Industry**

### **Critical Web Copywriting Exposed!**

Copywriting is the use of words to sell products. A copy is a written piece of work that uses the power of words to persuade and entice customers into buying a product. It is an essential part of selling and marketing.

Copywriting is more than just some sentences telling about a product. A copy is going to show customers why they need the product and why they need it now.

Copy is full of passion and energy. It is driven to sell the product and not take no for an answer. After reading copy, a customer should have a hard time saying they do not need the product.

In fact, after reading good copy, a customer will feel they can not say no to buying because they will feel they just have to have it.

Copywriting is important to the selling and marketing industry because it is the main way all products and services are sold. Every industry uses it and everyone has benefited from it.

Words can not be taken for granted. They are very powerful and when put together in a poetic manner as they are in copywriting; words become the most powerful tool a business owner has.

Most businesses would not have gotten off the ground if it were not for copywriting. If you think of any advertisement, then you have experienced the power of copywriting.

All television, radio, prints and online ads are an example of copywriting. Some are short, maybe even a couple words, but they are still words that were chosen carefully and for a significant reason. This is the main idea behind copywriting.

Copywriting is not just throwing some sentences or words together. It is about choosing words carefully and skillfully putting them together to create something that when read by the customer, it will draw them in and make them want to know more.

Copywriting is at the heart of marketing. It is through copywriting that businesses tell their customers about their product. It is copywriting that paints the picture for customers about how the product could improve their life and why they can not go on living without it.

Copywriting is the tool that is the main driving factor behind creating brand loyalty and repeat customers. It is good copywriting that can draw a customer in and what keeps them coming back.

When copywriting is used in the internet marketplace, it becomes even more important. The internet is a huge place to try to sell something.

That is the factor of the large amount of people online at any given time. With so many options and places to go, it can be hard to catch the attention of even one person.

There is also competition all over the place which can also make getting the attention of customers difficult.

The problem of having too many options can be overwhelming for people. It can also be hard for them to figure out where is the best place to go for what they in need. This is where copywriting comes in.

Copywriting can set a business apart from everyone else. It can catch the attention of people and make them visit a website. Copywriting can be the main factor in success in internet business.

Additionally, copywriting can play into search engine rankings. Search engines are using many factors these days to determine rankings.

Copywriting helps to provide both keywords and content to a website, which are major factors in how search engines rank websites. At the same time, copywriting is very useful to your customer.

The internet is a very visual place, where words are the main tool. By having effective copy on your businesses website, you are providing something to your customers that they can read and absorb.

Through carefully chosen words and simple writing, a copy can sell for you. The point of it is to pitch to your customers because in the internet marketplace you do not have the option of talking up the customer.

Copywriting is the basic tool you have to convince your customers that they need to buy your product. It is usually the only means you have to get their attention and even tell them about your product.

Copywriting is more than a sales pitch. Its importance can not be denied. It is something that is not to be thought of as an extra, but should, instead, be considered and essential in marketing.

The importance of copywriting should never be taken for granted when it comes to marketing. It is a valuable tool that once it is written, it can be used again and again to keep drawing in customers and making sales.

# **Chapter 7**

## **Starting With The Headline**

### **The Extreme Importance of a Headline in Copywriting**

The headline of a sales copy is perhaps the most important part of the whole piece. The headline is what grabs the reader's attention and gets them to read the rest of the copy. It is the first thing they see and can be the key to the whole copy.

It is essential for every copywriter to fully understand what it takes to write a good headline. It is also important for a copywriter to understand why the headline is so important.

The headline should be so compelling that it makes the reader want to read more. The headline serves the purpose of drawing in the reader and peaking their interest.

Everyone has heard that first impressions are very important. You should think of your headline as the first impression you give off about your business and your product.

You want that first impression to be compelling, interesting and intriguing. You want the reader to be impressed. You want them to want more.

Your headline should do three things. It should grab attention, communicate a message and entice the reader to read on.

There are many different ways to write a headline. In fact, there are eight main ways to write a headline. You can use any of these ways that works for what you are trying to sell.

The first type of headline is a direct headline. This type of headline is blunt and straight to the point. The reader should clearly know what is being sold and what the great offer is just by reading the headline.

The second type of headline is an indirect headline. Unlike a direct headline, this type of headline uses a subtle manner. Its main goal is to make the reader curious so they feel they must read more. Commonly indirect headlines use words with double meanings.

The third type of headline is a news headline. This type of headline is an announcement. It is something newsworthy. The idea is to be compelling.

The fourth type of headline is a 'how-to' headline. This type of headline is very popular. It works very well at selling almost anything. Basically, the headline starts with the words 'how to' and goes from there.

The fifth type of headline is a question headline. It asks a question that is something a reader will want to find the answer to.

The sixth type of headline is the command headline. This type of headline basically tells the reader to do something. The trick to this type of headline is to use strong words that will trigger action in the reader.

The seventh type of headline is the reason why headline. This type of headline does not need to have the words 'reason why', but will usually contain a number. It is going to highlight a certain number of things the reader will learn if they read on, for example: '5 Ways to Lose Belly Fat.'

The eighth type of headline is the testimonial headline. The testimonial headline is just like it sounds; you take something someone has said about your product and turn it into a headline.

Once you figure out what style of headline you want to use, then it is time to get writing. You have to make sure it is clear and well written.

No matter what style you choose, you have to use strong words and make sure your point is getting across. Your headline has to have the following characteristics:

- It must offer something useful to the reader.
- It has to make the reader feel as if they must read more.
- It has to include something that tells the main point of the copy.
- It should be specific.

It is also important to not get carried away with a headline. If a headline is too wordy, then a reader may avoid reading it at all. In general, headlines should stick to a maximum of eight words.

The headline is so important to the success of copywriting that you should plan on spending as much time writing it as you do writing the rest of the copy.

The biggest mistake a copywriter can make is to simply throw together a headline. Good headlines require work.

You should be very dedicated to writing your headline. It is, after all, going to be almost as important as the rest of your copy. It makes no sense to write a great copy and have a terrible headline because the chances of your readers reading the rest of the copy are slim to none if your headline doesn't reel them in.

# **Chapter 8**

## **Making A Hook With Your Sub Headline**

### **Pump Up Your Copywriting with Sub Headlines**

Most copywriters understand that the headline is an essential part of their copy. It is also important to know that the sub headline is also an essential part of the copy. The sub headline is like an extension of the headline. It continues to reel in the reader and provide even more intriguing information that keeps a reader reading.

In web writing headlines are often one of the biggest ways to keep readers reading. They introduce each section of your writing, letting the reader know what they are about to find out. The sub headlines do not have to be as bold as the headline, but they should still grab the reader's attention.

Sub headlines do not have to be stuffy or boring. In fact, they should not be boring, they should be exciting. They are the key to keeping the reader reading.

Your goal is to get a reader to read all the way to the end of your copy, so they can order. With well written sub headlines you can do this easily.

Your sub headlines can be catchy and even bold. You can use them as highlighted notes that give a hint that there is much more to come if the reader just keeps reading.

To write a good sub headline you need to think of it as a headline with a very specific point. Your headline is basically introducing the whole, general copy. Your sub headline, on the other hand, is introducing a specific part of your copy.

Where headlines can be very generic and broad in scope, a sub headline can not. A sub headline needs to be specific and pointed. It should be relevant to the following section of text.

You will likely find that as you are writing your headline you may come up with some ideas that can work as sub headlines. Just keep your work documented, so you do not lose those good ideas.

If you have a general outline for writing your copy you can probably take each section and brainstorm about the sub headline. If you do not have an outline, then you may just want to brainstorm about the different things you are planning to write.

Sub headlines work for a few reasons. They help to break up the copy, they help to highlight key points and they keep the reader intrigued.

Web readers are much different than people reading off line. Most online readers are looking to get through content quickly. They do not want to waste time reading long drawn out content. Sub headlines help to break up the copy so it does not look like a large block of text, which would turn most readers away.

Sub headlines also help to highlight key points throughout the copy. Many web readers simply skim content and really do not read through word for word.

They skim by looking for highlighted text, bullet points and headlines. They just read these things and are able to get the basic idea about what the copy says.

The main point to sub headlines is to keep the reader intrigued. Sub headlines help to keep the reader interested. They read each section and when they get to the end then the next sub headline catches their attention and keeps them reading on through the rest of the copy.

Every copy that is effective and worthwhile that has been written for the web will have sub headlines. They will use them efficiently and to the fullest potential. Sub headlines can make your copy writing stand out.

Sub headlines can be something that can really change your copy from just a piece of writing to a selling masterpiece. They can transform your carefully chosen words and masterfully crafted sentences into a pure form of copywriting art. Sub headlines are just that effective and important.

As mentioned, your ultimate goal is to have readers read your copy all the way through. A headline can only do so much.

It will not keep the interest of a reader for very long once they actually get into reading the copy. This is why sub headlines are so important, not to mention all the other reasons mentioned before.

As a copywriter, you have to make sure to use all the tools available to you.

Sub headlines are a tool that you should not overlook or take for granted. You need them to make your copy effective and efficient. Most of all, you need them to make your copy successful.

# **Chapter 9**

## **Starting The Copy's Paragraph**

### **Crafting a Winning Starting Paragraph for Copywriting**

Writing copy is a process of putting together all the different parts into a working piece that is going to make the readers want to accept the offer that is being presented. The starting paragraph is where you will begin to make the reader see why they must read the rest of the copy and ultimately why they must accept the offer.

Your starting paragraph is going to present the deal. It is going to bring the focus to the benefits of the product and why the reader needs the product. Anything you say in your starting paragraph will later be backed up by other areas of your copy.

You should also build up a rapport between you and your reader in your starting paragraph. You should keep in mind the main rules of writing copy when writing this paragraph as it will set the tone for the rest of the copy.

You need to make it conversational, focused and simple. Many times the starting paragraph is a story. People relate well to stories. Stories have a way of drawing people in and making them feel comfortable.

The story should be relevant, of course. It should have a very basic point to it that is clear. It should also be a short story that does not ramble on.

The story should be something that your readers can relate to. You should be able to evoke some reaction in them that makes them nod in agreement. It is a key sales tactic to get the customer agreeing because once they start agreeing it is easier to get the sale in the end.

Your starting paragraph may also answer a question. If your headline asked a question then your starting paragraph needs to provide the answer to that question. You can explain the situation, ask further questions and then explain how the product you are selling can help.

When writing your starting paragraph, it is important not to wander away from the main point. You always have to remain focused. You should also be thinking about how it will look to the reader and if they will be interested enough to read the whole paragraph.

The point of the starting paragraph is to continue to intrigue the reader and to reel them in. You do not want to drop the ball. You started out great with an eye catching headline and if your starting paragraph is not just as good, then you will lose the reader.

As always, when writing any part of your copy you have to focus on keeping the reader interested. An interested reader is going to keep reading. Someone who keeps reading is likely to buy, but someone who clicks away half way through will not likely be buying anything.

Your starting paragraph needs to speak to the reader. It should be the part of the copy that hooks the reader emotionally.

Part of a good sales pitch is getting the customer hooked. Getting that emotional connection is one way to hook the reader and the best way. People are very emotionally driven. If you can get that emotional connection, then you will likely have them to the end.

Most people make purchases based upon their emotional instinct. Tap into that and you can get them to buy almost anything with some carefully crafted words.

You should write your starting paragraph in a way that will speak to your reader.

You want to spend some time making sure that it is easy to read. You want it to be something that just seems to flow, something that the reader will not have to work too hard to understand.

Keep in mind that you still have a lot of other things to introduce in your copy, so keep it short. You want to avoid a very lengthy starting paragraph because all that tells readers is that the rest of copy is going to be just as long and most people are not willing to invest that much time in reading copy.

You do not have to write in a grammatically strict manner. Many times writers tend to be sticklers for grammar, but in the case of copy, grammar is optional. Written and spoken English have almost two sets of grammatical rules. Go with the rules for spoken English when writing copy.

Using this more relaxed style of grammar makes it easier to read and understand. Plus it comes across in a more personal manner.

Your starting paragraph really sets up your whole copy. Your headline grabs the reader, but the starting paragraph is what brings them into the copy. It is what makes them think they need to read this.

# **Chapter 10**

## **Instilling Benefits For Your Prospect**

### **Getting the Most Out Of Using Bullet Points in Copywriting**

Any copywriter who has been in the business long enough knows that bullet points are a big seller. Bullet points have many benefits to them. People respond to bullet points and they are often under utilized in copywriting.

Bullet points are important to a copywriter. It can be very easy to overlook the significance of bullet points, but you shouldn't. You should learn why they are so useful and put them to good use in your copy.

When writing for the web, you will run into all types of readers. The majority of them will look for headlines, sub headlines and other highlighted areas of text that stand out from the paragraphed text. These readers need bullet points.

Bullet points draw attention to your main points. If you really want to highlight something about your product then use bullet points to do so.

Some people think bullet points are too simple for their readers. This is not true. Any reader can benefit from having things simplified and spelled out in the way bullet points do.

Bullet points are most useful to call attention to the benefits of your product. You want to really highlight your products benefits. The benefits are a main selling point and they will be a big thing that will contribute to making sales.

Bullet points rank right up there with the headline as the most important aspects of your copy. Almost every reader will read them, so it is important when writing them to make sure they are well written.

Your bullet points should be precise, pointed and each bullet point should cover one specific topic. The bullet points should be easy to read and should tell the reader something important.

Bullet points are basically highlights of important information. They are things the reader needs to know and wants to know. Bullet points do not contain filler or useless information.

When writing your bullet points you should write a large amount and then choose the best ones. This will help to ensure that you use the best ones. It will also help you get them very specific and precise.

Here are some tips for writing great bullet points:

- 1. Each bullet point should highlight one thing about the product.** That is the point of bullet points, after all, to highlight a benefit or feature. Just make sure you are only including one point each.
- 2. Keep the bullet points short.** You do not want to go into a long drawn out explanation. That is the job of the rest of your text. Just keep it simple.

**3. You do not have to write the perfect sentences.** You can use fragments or other grammatically incorrect ways of saying what you need to. Just make sure the general grammar is correct, like using the same tenses and pronouns.

You are aiming to write bullet points that will accomplish something more than informing the skimming reader. Your bullet points should, ultimately, get the reader to either read the rest of the copy or head to the buy now button. This is what you have to keep in mind when writing bullet points.

You do not want your bullet points to just end up being filler material. When you use bullet points, the content must be something interesting and something of value. Do not just use bullet points for the sake of using bullet points.

When a reader sees a bullet point, it is a clue to them that the information is important and that it is worth reading. They catch their eye and the reader will read them as long as they are not too wordy or boring.

The way you write your bullet points is almost as important as using them in the first place. You have to make a good effort to write bullet points that worthy of being bullet points.

Keep in mind that bullet points are an extra addition to your copy. They should not become the focal point or take over the copy. They are simply an aid to get people reading your copy.

Bullet points will draw in the people who simply skim when reading online. They will also breakup the copy and make it look more interesting to read.

Use bullet points in your copy, but use them wisely. You should follow the basic guidelines for writing bullet points and you should make sure they are adding to the copy rather than just taking up space. When used correctly, bullet points can be a big copy helper.

# **Chapter 11**

## **Writing Your Guarantee Statement**

### **The Value of a Guarantee in Copywriting**

Copywriters know the value of a guarantee. Guarantees are a major part of copywriting and selling. A guarantee helps to shift the risk from the buyer to the seller, which in the end makes a buyer feel more confident about their purchase.

When people buy things from online, they are taking a huge risk. They are risking that they may not receive the product due to an unscrupulous seller. They risk that the product will turn out not to be what they expected.

They also risk that they will simply not be happy with the product because it does not live up to the promises of the seller. All of this risk makes online shoppers hesitant, especially when thinking about buying an unfamiliar or new product.

A guarantee is basically a promise that if the buyer is not satisfied with their purchase, then they have the option of returning the product for a refund.

The guarantee is usually limited by a time period in which the buyer can evaluate the product before returning it. This is usually around 90 days.

Many people are familiar with the idea of returning a product. However, making a return is usually full of hassle. Everyone has had a time when they tried to return something and were unable to do so because of some restriction or rule. This is upsetting and reflects badly on the seller.

When making a guarantee, it is important to outline the details so the buyer is clear on any restrictions. The process of returning an item should be easy and it should be hassle free. This should be written in the guarantee in the copy.

It is very important when writing the guarantee so that you make sure you tell buyers that making a return will not going to be hard. You tell them exactly what they will need to do.

Of course, you do not want to have to accept returns. A return is a lost of money. Sometimes, though, no matter what you do some people will be unsatisfied. Your guarantee is really for those people and for the people who might otherwise choose not to buy the product because they do not want to take the risk.

Some people are very worried that if they buy something online and are unhappy they are stuck with it. A guarantee helps to ease their concerns and make their decision to purchase easier.

In these cases you will find the majority of time the people end up happy with the product and never even need the guarantee. However, just having that option available is enough to get them to buy in the first place.

Your guarantee should be made clear in your copy. You should also give the buyer a good amount of time to try out the product. You do not want to make

your return period short. If you only give the buyer a short period of time to evaluate the product, then you are going to find you get more returns.

People feel pressured to decide if the product is worth it or not and with a short return period they are more likely to return the item simply because they did not have enough time to completely evaluate it.

Additionally, the longer the guarantee time, the more likely a person is to forget about returning the product. They will likely become used to the product and happy with it even if they were hesitant in the beginning.

Guarantees should be strong. You have to confidently present your guarantee. The more confidence you show, the more confident the buyer will be. If you are very confident in your product then buyers will feel better. You have to write your guarantee like you mean it and stand behind it.

A strong guarantee comes across as you being so sure they will never need to use it that your buyer will feel really good about buying the product.

Your strong guarantee is actually telling your customers that you are so confident in your product that if they are not happy you would be surprised and you would be more than happy to give them a refund.

Your guarantee should be placed somewhere where your readers will see it and where it will work as a way to get them to buy. It should be written in a strong way that really communicates to your readers. Your guarantee could be the one thing that gets to a reader and makes them make that decision to buy.

# **Chapter 12**

## **Closing In For The Sale**

### **Writing a Killer Copywriting Closing**

The end of your copy is going to tie together everything you have been saying in your copy. It is going to sum up the main points and it is where you are going to ask for the sale.

The closing of your copy is very important and it is your chance to finally ask the customer to hit the buy now button and try out your product.

Up until the end, your copy has been building up your product. It has been highlighting the great features and benefits your product has to offer. Your copy has worked to get the reader to see that they need the product and that they cannot live without it.

The closing is where you basically say to your reader that now they know everything about your product and why they need it. You tell them they can now make a good, informed decision and that it is time to buy.

Your closing should include a buy now button that the reader can click to take them to the order page. It should be predominantly displayed and easy to see.

If your copy has been strong and well written, then you should have no problems writing your closing. It should come pretty easily, actually. Your closing should seem like something that just fits, like it is the right time to finally ask for the sale.

One of the biggest trends in copywriting right now is to make the closing an amazing pitch that can not be ignored. Ask the reader how much your product is worth to them. Ask them if they would pay an outrageous amount of money to get the benefits of the product.

Then tell them straight out that they can get what they want for your selling price, which will be small compared to the large amounts people will pay for the great benefits you offer.

The closing should also bring that sense of urgency to a head. You have to tell them again that your offer can not wait. You have to tell them that they need to act now or they will miss out.

Be sure to also highlight any special offers or bonuses you are offering. You want to make sure they fully understand what they will miss out on if they do not buy now.

Your closing should really bring the reader in. It has to grab them and make them feel like they know enough to make an informed purchase.

You should mention your guarantee as well. You want to make the reader feel comfortable and confident.

If you have bonuses you need to tell about them in the closing. Bonuses are great tools that can make a person decide to buy. Use your closing to introduce them and use them as a way to get that sale.

Your closing needs to be well written. Do not rush it. Even though it may seem natural to write it and even much easier to write than the rest of the copy, you still need to make sure it is well written.

You have to take the time to make sure that it goes along with the rest of the copy and that it works for your whole concept. You have to be careful not to just slap it together. Your closing deserves some attention to make sure it is perfect.

After all, your closing is going to be one of the last things you say to your reader. It is one of the last chances you have to get them to buy. You have to use it wisely.

Your closing is your wrap up. It should contain the following things, written in a clear manner that goes along with the style of the rest of the copy:

- Ask for the sale. Directly ask the customer to buy the product and tell them what they need to do to make the purchase.
- Tell them about the bonuses. Explain the bonuses and how they are beneficial and how long they will be available.
- Set a time limit for special offers and make it clear.
- Thank the reader for their business. Always assume they are going to buy if they are reading your closing, so do not forget to thank them.

If you include these parts in your closing then you should be able to write a killer closing that will help to reel in those buyers. You will find a strong closing can really help to seal the deal with many readers.

# **Chapter 13**

## **Enforcing Your Copy With A P.S.**

Every good copy has a P.S. Every good copywriter understands the importance of a P.S. Being able to write a good P.S. is very important. Additionally, understanding the importance of the P.S. is also important.

The P.S., short for post script, is the little tidbit at the end of the copy. The P.S. is more than just an after thought, though. The P.S. is usually a short paragraph. It summarizes the copy and makes sure the most important parts are reiterated.

The P.S. is also the last chance to ask for the order. You have to give it one more chance to seal the deal.

Writing your P.S. is something that you should not forget to do and something that should be given some effort.

One of the reasons that a P.S. is so important is that everyone will read it. People read the P.S. because it is at the end and it is short and sweet.

The P.S. should get straight to the point. You need to say something about how the reader needs to order right away. Tell them again about any special features or offers. Make the P.S. seem like something important.

When developing your P.S. you need to consider what exactly the point of your P.S. is. You know that it is the last chance to get the reader to buy, but what exactly are you going to use from your copy to make them believe they must buy? That is the hard part.

Basically, if a person has not bought by the time they get to the P.S., your P.S. has to be amazing in order to get them to go back and hit the buy now button. Your P.S. has to speak to them in a way that the rest of your copy did not.

One of the greatest things about the P.S. is that it doesn't seem desperate, yet it is the last ditch effort. Your readers will not see it as a plea, but rather as you not wanting them to lose out on the great offer. At least that is how they should feel.

If your reader feels that your P.S. is coming across as desperate then you have written it wrong. You have to find that good balance between being desperate and making the customer feel like you are writing it for their benefit.

To make the P.S. seem like it was written for the readers benefit, you need to word it correctly. You want to use the word 'you' often. You also need to create a sense of urgency that if they do not buy now they will lose out.

The P.S. needs to be short. That can be tricky when you are trying to cram in all the important things you really want your reader to think about. You have to find a way to summarize without being too vague.

To help you write your P.S. you should look at examples from copy. You should be able to get a really good idea of what to include in your P.S. and how to write it.

Here are some examples of good P.S.'s:

- P.S. Don't forget that if you buy now you will get a special bonus with your order. You already don not want to wait until the special bonus offer is gone. You only have 10 more days to secure the bonus along with your order.
- P.S. This offer is good for only a limited time. You only have 10 days until this special price is gone forever. Don't hesitate buy today!
- P.S. Remember you get the 90 day money back guarantee with your purchase. If you are unsatisfied for any reason you can get your money back with no questions asked. You have nothing to lose, so order today!

These examples give off that sense of urgency and they help remind the customer why they need to buy today and not think about it a second more. Of course, with your product you can be more specific and make the P.S. more detailed. These examples just gave a basic idea.

A P.S. is often considered just an insignificant part of a copy. Some copywriters think it is not necessary or a waste of space. Really, though, it is nothing but a small paragraph that will take a small amount of time to write up.

The impact of the P.S., though, is important. You may have no way of knowing for sure, but be assured that some of the people that end up buying only did so after they read the P.S. That is why it is important and should not be overlooked.

# **Chapter 14**

## **The Truth About Web Copywriting**

### **The Importance of Being Truthful In Copywriting**

One of the cardinal rules of copywriting is honesty. Being a copywriter requires a person that is able to keep it real when trying to sell a product. There is no room for lies or for stretching the truth.

A copywriter is only as good as their reputation. Nobody wants a copywriter who has been proven to be a liar. This will not help product sales at all. Once people realize that a copywriter is not being truthful, the whole sales pitch is blown apart.

One of the biggest assets a copywriter has is the confidence that the customers have in them. If customers are not confident in a copywriter, then they will not trust what they say and the chances are slim that they will buy the product.

The main goal in copywriting is to sell. Without the trust in the copywriter, the copy will not sell. It is very hard to rebuild a reputation once it has been tarnished.

If you stretch the truth or simply do not verify facts in your copy, someone will find out. You have to make sure that everything in your copy is accurate and true.

One area where copywriters are often tempted to tell lies is in testimonials. This is a huge mistake. While it may be difficult for a person to prove the testimonials are false, they will realize it eventually. Someone will see that the testimonials seem off or that what the 'customers' in the testimonials are saying is not true. They will then blow the copy sky high by exposing the lies.

Another thing that many copywriters tend to lie about is benefits. Making up benefits or elaborating on benefits to make them seem even better than ever is not an okay thing to do.

Customers will discover these lies and they will not be happy. Every product has its own uniqueness about it. There is never any reason to lie when writing sales copy.

As mentioned, if you are a good copywriter, then you can turn even the simplest benefits into something amazing with the power of your words. Elaborating benefits is never going to come out good in the end for anyone involved.

Truth is the next most powerful tool next to words that a copywriter has. When a copywriter sticks to the truth and nothing but the truth, people are going to start believing in them and trusting them. It is that trust that will get sales.

People want to buy from someone who is honest and who is not going to feed them a line of made up information.

People want to know what it is that they are really buying. They do not want to be disappointed when they get the product and it is nothing like they were promised.

When a copywriter lies in their copy, they are hurting themselves and the customer. They are not really doing their job because they are not really selling the product.

Anyone can tell some great lies about a product. It takes real talent to be able to write up a copy that can sell even the worst product by just using powerful words and the truth.

It is never okay to lie about anything in a copy. It is the copywriters job to make the product seem like the best thing ever, but no matter the product that is possible to do every time without telling a lie.

A good copywriter can write about any product and make it seem like the best thing ever invented. If your skills are not good enough and you feel like adding lies to your copy, then perhaps you need to brush up on your copywriting skills instead.

If you are ever tempted to stretch the truth when writing copy, you should stop and try to figure out why.

Maybe you need more information about the product or maybe you need to go find more descriptive words. There is obviously something more that you need if you feel that making up information is necessary.

Instead of creating bad copy that is filled with half truths and lies, try taking a break or doing more research. You should be able to come up with some great things to say about any product.

That is after all, your main task. A copywriter is supposed to be able to make anything look great and make people want to buy it. You have to always stay true to yourself and your reputation by always printing the truth.

# **Chapter 15**

## **Split Test For Better Performance**

### **How Split Testing can help you to write Killer Copy**

There is an effective process that is available to copywriters that can really help them produce the best copy possible. Many copywriters, though, do not use this process. The process is called a split test.

A split test is where you test out your copy that you have written in a variety of styles. You can write a couple different copies or you can change certain aspects like just the headline or include testimonials in one and not the other. Split testing allows you to see what copy is the most effective.

No matter how great your copy is, split testing can help. The thing about split testing is that it does take time a little extra effort. That is why so many copywriters seem to avoid doing it.

The advantages of split testing, though, make it well worth while. It really is something you should consider if you want to really write powerful copy that makes sales.

When developing your pieces for split testing, you first need to define what is it that you are looking to discover. You need to decide if you want to try out two completely different copies or if you are just trying to test formatting or if you are seeking which headline works the best.

After deciding what you want you need to write the different copies. You can do two or more if you feel like it or need to. After writing them, you will assign each a code. This code will become part of the order form as well so you can easily track which copy is doing the best job.

In order to make your split testing most effective, it helps to use identical copy except for the one thing you are testing. You should also market them the exact same way and keep every detail identical. This will produce the most effective results for the split test.

There is no doubt that split testing is a lot of work. You cannot just write the copy and sit back to wait for sales. It involves tracking results and making changes as needed to get the best copy possible.

The benefits of split testing, though, make the effort well worth while. You are going to be able to write the most effective copy and you are going to see that reflected in your profits.

By using split testing, you are able to really get to the heart of what makes your customers buy. You will learn their triggers and you will learn how to write your copy in the future so you can make the big sales.

It may only take one split testing session to get to the heart of what you need. It may also be an ongoing process that you will need to do with every copy you write. That really depends upon your market.

If you are always writing for the same market than a single time, split test may work. If you are writing for multiple markets, though, you will likely need to do a split test for each market at least once.

You want to get to know your prospective customers the best you can so you can write copy that really speaks to them. There is no better way to do that than to test out what catches their attention.

Split testing is something that you have available to you. It is not going to be something that you will find easy to do in the beginning but in time, it will become second nature. It is one of the best tools you have to help you learn how to write killer copy.

If you are not sure about split testing, then do a simple online search and you will soon discover that it is a great tool. You will read about how studies have proven that split testing can double or even triple the sales from a copy.

With proof like that it is hard to deny that split testing is something that is worthy of your time and effort. It is something that will take effort, but then it takes a lot of effort to make money and write good copy.

You should think of it like this - if you want to write the best copy possible, then the only way to truly do that is find out from your readers what type of copy motivates them the best to buy.

The way to do this is to do a split test because you will get the answer straight from your customers and it will be an honest opinion because they won't even be aware you are running a test.

# **Chapter 16**

## **The Art Of Persuasive Copywriting**

### **The Keys to Persuading a Reader in Copywriting**

The ultimate goal of any copywriting project is to persuade the reader to buy the product. In order to do that, though, it requires you to write an amazing copy that will be convincing enough to the reader to make them feel as if they must buy the product. To do this takes a few important points that must be included in the copy.

One of the biggest things you need to do is build up your credibility. People do not buy products from someone they do not trust. Think about this concept. One of the reasons companies with well recognized names are so successful is that they have repeat customers who trust them.

Their customers know that the company is aware of what they are doing. They trust them when they say that their product is good and they trust the promises that the company makes about the product. Without this trust, a company would be hard pressed to be able to sell anything.

In order to build your credibility, you need to include information in your copy that shows you know what you are talking about. Testimonials are a great

credibility builder. If you have past customers that are extremely satisfied then ask them for testimonials you can use in your copy.

Another thing you should do is to write with specifics in mind. Do not estimate or use rounded or average figures. Instead, be very specific. You should make sure that anything you say is 100% accurate.

Never guess about anything you put in your copy. It is too easy for someone to discover you are wrong and that can shoot your credibility down to the ground.

You should also explain why you are credible when it comes to the product. If you are the creator, then explain how you came up with the idea and how it came to be the product it is today. If you have special training related to the product, then say so too.

You also have to be confident in yourself to gain credibility. Do not hesitate to give out your contact information. Let customers know they can contact you whenever they need to.

In all correspondences with customers or potential customers, you should always be professional and approach it in a very serious manner. This will also help your credibility.

Another way to persuade readers to become buyers is to present them with all the facts about the product. You want to highlight the features and benefits of the product. You need to be very specific when explaining the product.

You should make sure to highlight all of the features that are truly unique about the product. If the product is similar to something else on the market,

then you need to also highlight why it is a better choice and what exactly makes it the better choice.

Use bullet points in your copy to highlight the features and benefits. Readers are more likely to notice and remember the bullet points than anything else in the copy. Additionally, bullet points just make it easier to read and they make it easy to be very specific.

Another thing you can do to persuade readers is by using persuasive words. In a copy, there are certain words that are very popular because they are trigger words that cause a person to stop and pay attention or that can trigger a person to want to buy.

Here are some good examples of persuasive words you can use:

- Limited Time Offer
- Special Offer
- Free Bonus
- Act Now

These examples all set up a sense of urgency and make the reader think they are getting in on something special that is only going to be around for a short time. People respond to this sort of thing. Instead of pondering the decision to buy, they act immediately because they fear they miss out.

Besides using trigger words, you need to build up the value of the product. You need to use examples why your product is such a good value for the price you are asking.

You should compare the product to other similar products on the market and explain why yours is a better value. This works best, obviously, if you are selling your product at a lower price.

You also have to make the reader feel like they need the product. You have to give them specific reasons why your product is something they need. Tell them how it will make their life better or improve things for them.

Again, be specific and make sure you are communicating to the reader in terms they can clearly understand.

Persuading your readers to buy the product is your goal with copywriting. You have to do everything in your power to make your words effective enough to persuade the reader to buy. That is what is at the heart of copywriting.

# **Chapter 17**

## **Keep It Simple Silly!**

### **How Keeping It Simple Can Make Your Copywriting Excel**

Writing a good copy is actually not that difficult if you know the trick to doing it. Part of good copywriting skills is to know how to keep it simple. Keeping copy simple helps to keep it clean and easy to read. Plus, it avoids problems that can come with being too wordy.

Copywriting is basically writing to sell. A good salesperson knows that using too many words is never the way to secure the sale. People do not want to hear someone ramble on about a product. What they want is the facts, straightforward without the fluff.

There are many ways to keep your copy simple. It starts with designing a simple format and sticking to it. You want to make sure you include all the pertaining parts like the headline, sub headlines, testimonials, bullet points, the guarantee, the closing and the P.S.

You also want to make sure that when you are writing, you are thinking about each word. Keeping copy simple involves making sure that every word counts. For example, if you can say the same thing in 10 words or 5 words, then opt for the 5 word way.

You also want to make sure that your copy is neat and organized. As mentioned, make out a game plan and stick to it. That way you won't leave anything out and it will be organized.

You need to be specific and make sure that everything you write is clear and concise. If you read it back and it seems to be too wordy or unclear, then rewrite it until it is clear and concise.

You also have to write like you know what you are talking about. You can not be wishy-washy, fickle or unclear in any way. Use facts to back up what you say and always make sure that everything you write is the truth.

You want to keep your copy to about one page in length. Any longer and the chances of someone reading through to the end will diminish. People do not want to read a ramble piece of copy. They will quickly leave and go elsewhere where buying a product does not take as much effort.

Bullet points were mentioned earlier and they are worth elaborating on. Bullet points are a main key to keeping copy simple. Bullet points highlight the main ideas or features of a product.

They are easy to read and they are single ideas that stand out from the rest of the copy. Bullet points are almost always read by every person who looks at the copy.

It can seem overwhelming to keep a copy simple while still including all the necessary information. There are a lot of things that have to be covered in a copy. However, if you have the skills you should find it easy to keep things simple and still ensure everything is included.

You want to make sure that each part is short, easy to read and clear. It is really important that you be specific. When you are as specific as possible, you will find you useless words. Additionally, you will be able to get the point across to your readers easier.

The reason that it is important to keep your copy simple is that the online market is a place of fast pace. People go online because shopping is easier and quicker than shopping off line.

If a person sees a copy that is long and involved, they will likely click away to try elsewhere. What a reader wants to see is plenty of white space, short paragraphs and easy to understand text. If they encounter something like that, they will be likely to give it a chance and read it.

Keeping your copy simple is something that you have to strive to do. Every copywriter that has been successful will have simple copy to show. They will have the best examples of how to keep copy simply and still be effective.

People do not want to read through blocks of text to get to the main point so you have to give them the main points up front. That is what keeping it simple is all about. You are presenting the facts and nothing but the facts.

You may be tempted to tell a story or get wordy, but that is defeating the purpose. However, keeping it simple does not mean you are going to make your copy choppy which is hard to read.

You still want to build a good rapport with the readers and you want to be able to make sure that your copy is easy to read. It should flow naturally and be almost conversational. You can let your grammar slide form time to time and

you can still be personable, but just remember to try your best to keep it simple.

# **Chapter 18**

## **Use Testimonials To Increase Your Conversion Rates**

### **Improving Your Sales Copy with Testimonials**

Improving your copy writing involves making it more desirable to the reader. You want to add aspects that will grab the reader and make them believe in the product. You have to catch their attention and make them see that your product is worth buying.

One great way to make your copy writing really believable is to use testimonials. People respond well to what other people say about a product.

The credibility is good because the person giving the testimonial bought the product and obviously got a benefit from it. Plus, that person is not being paid to say they liked the product or to talk the product up.

Testimonials add validity to a sales copy. They give it that personal touch that you, the copywriter, cannot. You are being paid to say all these great things about a product. The testimonials, though, are from real people who have bought and used the product.

Testimonials are real and they are honest. People will rarely say they like something if they did not, so this makes testimonials believable. Readers will see these and then be more likely to believe what you have written in your copy.

A good testimonial will highlight a specific reason why the person liked the product. Testimonials can highlight a benefit or even something as simple as the product was a good value for the price.

When you write the testimonials, be sure to include a name and location. You should also be careful about taking things out of context. You want to quote the person as best as possible. This will help you avoid problems if a person disputes what you have written in their testimonial.

To get testimonials encourage customer feedback. When you get good reviews of your product, then you can simply ask the customer if you can use what they said in your copy writing as a testimonial.

You can also ask for testimonials directly from customers. If you have repeat customers who are satisfied, you can ask them to write up a few good things about your product. Happy customers will usually have no problem doing this. Just make sure to tell them it is for use in your copy and make sure they are okay with that.

If you are just starting out you may not have any testimonials. Do not make them up. Falsifying testimonials is a bad idea. What you should do instead is to wait until you get feedback and then add it to your copy later on.

Don't rush into adding testimonials, though. You want to find good ones that really talk up your product. Testimonials can be effective if you choose the right ones.

Do not just settle for anything, just to get testimonials on your copy. It is better to wait for good ones that will be effective instead of just using whatever you can find.

Testimonials can really beef up a copy. They add a lot of dimension and are a unique way to tell people that your product is valuable. People respond well to testimonials because they put more trust in what average people have to say about a product they bought.

Testimonials work on the same basis as word of mouth advertising. Word of mouth advertising works well because of that trust factor. People are more likely to listen to what an average person says about a product than what a copywriter says.

Testimonials are a great way to improve your sales copy and make it appeal to people. Testimonials are usually included near the end of the copy around the same area as the buy button is located. This helps to keep the customer focused on buying.

Your copy should be sure to include a section for testimonials. You should use the testimonials that are clear and precise. You want the ones that paint a nice, glowing picture of your product.

You can rewrite them, if needed, but be sure to avoid altering people's words too much. You should include some personal information, but again, avoid publishing too much information.

Always get permission and allow the person to look over the testimonial you have written up before publishing it. If possible, include a picture of the person. This can really make the testimonial even more powerful.

Testimonials are seen all over in copy writing. They are a well used tool that helps add reliability to a copy. Using them is a great idea and something that is encouraged to help improve your sales copy.

# **Chapter 19**

## **Leverage On Audio & Video**

### **Using Audio and Video to Pump up Copywriting**

There is a lot of competition online. As a copywriter it is up to you to find a way to make your copy stand out and attract the Internet of web surfers. You can use persuasive words and try every trick in the book to make your copy interesting and grabbing.

However, there is one thing you can do to really make your copy pop. You can use audio and video in your copy to make it more personal and make it more appealing to web surfers.

Audio and video is a great tool for online copywriting. The use of audio and video is becoming very popular online.

When the Internet was newer and people were using dial up Internet connections, most of the content on the web was in text form so the pages loaded faster.

However, today many people have high speed Internet which makes it easy to view video and listen to audio because it downloads fast.

People are still not going to want to wait forever for a page to load, though. When using audio and video, it is important for you to make sure that your page downloads quickly for every type of Internet connection, even dial up.

There are many software programs available to help you insert video and audio into your copywriting. Many times you also have the option to allow users to view the copy with or without the video and audio, which is ideal for a person using dial up.

That is something to consider if you are concerned about alienating your dial up customers.

Audio and video can really pump up copy because they add to the multimedia experience. They add a personal touch too. The reader can see your face, see the product and they can hear the passion in your sales pitch.

Audio and video can also explain things much better than words ever could. Your reader may not even read a word you wrote because the video or audio you use is so compelling. People are used to commercial ads on the radio or television, so this is very familiar to them.

It is much easier to convey a sense of urgency or the passion you feel for a product through audio and video. You will be able to show through body language and voice expression just how great your product is.

Audio and video also have been proven to work. It has been shown in many research studies that people tend to buy more often when audio and video is present in a sales copy. So, the bottom line is that using audio and video is great for your profits.

Audio and video help people understand the information you are presenting better. It is a sad fact that many people do not read at a great level, so by having the audio and video present you are making sure that they understand what you are presenting.

Your copy is still important, even when using audio and video because people will still read it. Plus, you will not have the ability to present everything in your audio and video. You do not want audio and video files that are too large so they take forever to download.

Your audio and video should merely be highlights or examples of the product that will prompt the reader to read the copy and buy the product. They are simply a way to pump up your copy.

As mentioned, there are many programs that allow you to create the audio and video for your copy in an easy way. These programs make things easy.

They are user friendly and despite your experience with such programs, you should be able to create a great presentation and be able to put it on your copy page without problems.

You should always check out your copy before publishing it, especially when using audio and video. You want to make sure it is loading correctly and working correctly.

One of the biggest mistakes you can make is presenting a copy with errors in your audio and video. This is a big turn off and you will lose out on sales if this happens.

Using audio and video is a very good way to really pump up your copy. It is easy to do and will really make a good impact on your readers.

They will be more likely to read through your whole copy and thus more likely to buy your product. Using audio and video is well worth the effort it takes to get it set up.

# **Chapter 20**

## **Wrap Up with Words that Sell**

### **How to Spice Up Your Copywriting with Words That Sell**

Every copywriter knows that the words they choose to use in their copy can make or break it. The words you use are the most powerful tool you have. You have to make sure to choose words that will get the result you desire, which is for the reader to buy the product.

Part of improving your sales copy and making it better involves editing. Your editing process will include fixing errors and making sure it reads correctly, but also you should take a good look at your word choices.

In many cases, a few word switches can make a really big difference in how effective your copy is on readers. You want to go through your copy and make some replacements. Look at the following list for things that you should try to look for in your copy and change:

- Look for wordy passages that can be reduced to a few, strong words.
- Read through the copy and look for areas that seem sluggish and try to add in some words that make an impact.
- Look for words that just seem to pull down the momentum of the text and replace them with strong words.

- As you are reading through your copy, note any areas or words that seem to drag down the sense of urgency you are working to create.

These are a good starting point. You are going to be trying to weed out words that do not help you towards your selling goal.

You will find that using certain words just works every time. You want to use words that will create a sense of urgency in the reader. You want to use words that are direct and that are very clear in their meaning.

Here are some examples of good, powerful words to use in your copy:

- new
- free
- bonus
- special
- buy now
- improved
- limited time

Words like these are triggers that people are used to hearing when there is a great deal on the table. They are used often in all types of copy and advertising because they work.

To be a good copywriter you have to be a good editor. You have to be able to recognize when your words are not working.

At the same time you also want to avoid over editing. You do not want to pick apart your copy so much that it becomes choppy.

When pumping up the words in your copy you have to read and reread what you write to make sure that it makes sense and is easy to read. One thing to avoid is being too repetitive.

Being repetitive is something that often occurs in copywriting because it really helps to drill the point into the readers mind; however, it is possible to be too repetitive to a fault.

You do not want to use one word over and over so that it makes the reader tired just trying to read the copy. Plus, using the same words over and over will make them have less impact on the reader.

Variety is the key when it comes to choosing the right words to use in a copy. As you get experienced with copywriting you will begin to develop a list of words you use a lot.

It can be helpful to keep a running list of power words that you can use. This way, when you are looking for good words to put in your copy, you can just refer to your list. This will also help you to avoid using the same words over and over.

Being able to go through a copy and pump it up with words that sell is an important skill. As a copywriter, this is something you have to learn to do in order to make your copy the best it can be.

It may take time for you to recognize the words that you need to use or to see where your copy may fall short, but in time you will become so used to doing it that it will come naturally.

You just have to keep at it and enlist the help of a friend or colleague that will read through your copy and help you to find words that need replaced.

You can really benefit from the help of other copywriters if you can find someone who is able to help you out. This way they can offer tips and suggestions on how to pump up the words in your copy that will help you write the winning copy you so desire.