



## **KILLER WEB COPY**

### **VOLUME 2: HOW TO WRITE A HIGH CONVERTING WEB COPY**

**Discover the Secrets to Crafting Your Very Own Killer  
Copy That Sells!**

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## **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 form 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.

## Recommended Resources

[MonthlyArticlesClub.com](http://MonthlyArticlesClub.com) – Get Cash-Generating Content Every Month. Members receive 250 Private Label Articles to draw the search engines for AdSense profits, plus great Bonus downloads!

[Edmund Loh's 8 Profit-Pulling PLR Strategies That Really Work!](#) – unlock the secrets to making money with Private Label Rights using 8 totally unique, killer strategies!

## All-in-One E-Commerce Solutions

[TotalMarketer](#) – All-in-one solution comes with unlimited unlimited autoresponders, broadcast feature, affiliate management system, ad trackers, membership management, customer support system, RSS autoresponders, digital product download protection, Tell-a-Friend system, contact form creator, and more...

## Recommended Payment Processors

[2CheckOut.com](http://2CheckOut.com) – start accepting credit card payments from customers from several parts of the world!

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