

### VOL#1 Killer Web Copy Exposed!

Discover the Leverage in Reaching Millions of Potential Customers through Web Copywriting!

# **KILLER WEB COPY**

## **VOLUME 1: KILLER WEB COPY EXPOSED!**

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# **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 successful 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.

### **Recommended Resources**

<u>MonthlyArticlesClub.com</u> – 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**

<u>TotalMarketer</u> – 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...

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- ✓ What to look out for in a Private Label product before purchasing it,
- ✓ How to <u>smack your competitors flat</u> even though they may own the Private Label Rights and (Master) Resell Rights to the same products as you do!
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- Rich Private Label Article archive that you can use to build your own Information Products and expand your Online Empire,
- Beautiful templates that you can for your own graphic design purposes E-Covers, web pages, etc.
- ✓ Advanced Reseller Strategies NOT covered in most paid products on the same subject,
- And much, much more!

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