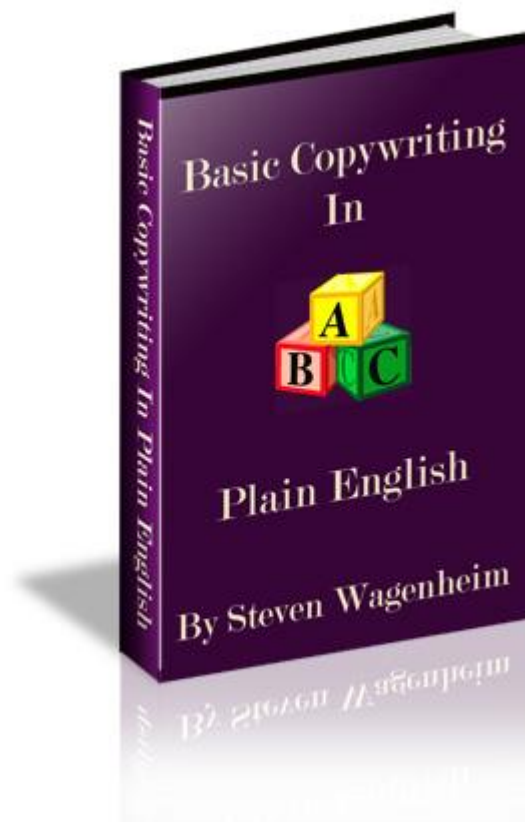


Basic Copywriting In Plain English



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Introduction

My name is Steven Wagenheim. I've been a writer for over 30 years of my life. But so what? Why should you even bother listening to what I have to say here? After all, if I'm going to have any credibility here, I better be able to show it.

Actually, my claim to fame has NOT been as a copywriter. I am an Internet marketer, and a very successful one. I've created several best selling products that continue to make me a steady six figure income each year.

So what does this have to do with copywriting?

In order to understand what this has to do with copywriting, you need to know a little bit about me personally.

I'm a real cheap marketer. I hate spending money. And when I learned that hiring somebody to do my sales copy for me for my first product was going to cost me \$2,500, I said "Thanks, but no thanks." There was no way I was going to dish out that kind of loot for a product that I wasn't even sure would sell. So I decided that if I wasn't going to hire a copywriter then I better learn how to write copy – and FAST!

Now remember, I'd been writing for many years already, so all I needed was some quick tips to writing copy that draws in the reader. What I found were the most complicated and confusing books on the subject that I had ever read. I even studied with one of the top copywriters on the planet. Yet, I couldn't help but think that this whole process could be made a whole lot simpler to understand. I mean, if I was having so much trouble understanding some of the concepts then what about somebody who'd never written a thing in his life?

There HAD to be a better way.

So, I took every piece of information that I had run across and then studied every piece of sales copy that I could. I was determined to REALLY understand what it was that made sales copy tick and then put it into plain English so that I could understand it. I made notes that even my daughter could understand.

I then put what I had come up with to the test. Leaving out all the fancy mumbo jumbo, I wrote my first piece of sales copy and handed it to my top affiliate. He turned around and made 100 plus sales of my first product in his FIRST month of promoting it, and he didn't have a big list to promote to. He simply used the same advertising methods that your common Internet marketer uses.

If you're wondering what this product is, it's my Honest Income Program, which, as of this writing, is going on 18 months of solid sales with no sign of slowing down.

As a matter of fact, we're going to be using that sales copy as a blueprint for this document, so you can learn, not just through some dry facts, but also through a real world example of a product that converts very well.

But my really big breakthrough as a copywriter didn't really come until after I met Andrew Cavanagh. After getting a solid education from this man, who just happens to be a master at opening lines and creating powerful story for your sales copy, I had everything I needed to write sales copy for myself that I knew beyond doubt would convert into consistent sales. When you see the bonuses that I have included with this book, directly from Andrew Cavanagh, you will understand why he is the master. Andrew does a lot of things with his copy that I don't do...which will make your copy even more powerful. That is why I'm so glad that he allowed me to include his bonuses with this book.

I have no doubt that after reading this document; you will be able to write sales copy that converts. You'll be able to do it without having to strain your brain to the point of exhaustion. I will spell everything out in easy to understand, plain English. I will explain what to do and why you are doing it. This way, you will not just be doing things by rote. You will understand WHY you are doing these things.

Since my first copywriting success, I have gone on to write other pieces of sales copy that have also converted very well.

Am I an Andrew Cavanagh or a Michel Fortin? No, but I also don't charge \$15,000 for sales copy either. However, I have no doubt that by following the basics of this document, you will be able to write sales copy good enough to bring in consistent sales for whatever it is you're promoting. If you decide to do this for a living, you'll have no trouble charging \$1,500 to \$2,000 to start. As you gain experience and as you prove your salt as a copywriter, you'll be able to command higher fees.

The key is starting off with a solid, basic foundation. And that is what this book will give you, without having to shell out thousands of dollars in consulting fees and without having to read books on the subject that you'd need a team of hieroglyphic experts to decipher.

So without further ado, let's get on to the topic of writing sales copy that converts.

Where To Begin

Believe it or not, this is the hardest part. Most people when they set out to write copy don't know where to begin. The task in front of them is massive at best and impossible at worst. So what I am going to do in this chapter is give you a simple blueprint, or checklist, of where to begin and what steps to follow when writing your copy. I strongly suggest writing this down or printing this out, because this is going to be the process you will follow when writing any piece of copy, regardless of what the product is.

- Step 1 – Read the product
- Step 2 – Research the market
- Step 3 – Compile a list of bullet points for the product
- Step 4 – Think of a headline
- Step 5 – Think of an opening paragraph
- Step 6 – Create sub heads in continuing the copy
- Step 7 – Gather proof and credibility documents
- Step 8 – Gather testimonials
- Step 9 – The Guarantee
- Step 10 – Bonuses
- Step 11 – The Price
- Step 12 – Summarize what the customer is getting
- Step 13 – Construct your call to action
- Step 14 – Construct your PS

This is basically what all sales copy comes down to. Now obviously I'll be covering each of these items in great detail. Once you understand each item, all you'll need in the future is this checklist by your side and you'll be able to write copy for just about any product you can think of.

If you look at just about any top converting sales copy on the Internet today, you will find that they all have this structure in common. There is a reason for it. It works. Studies have been made to show that it works. So there is no reason to reinvent the wheel here. Simply do what everybody else is doing and you'll have sales copy that will do the job. Ultimately, that is the bottom line.

Let's move on to the first step in our process.

Step 1 – Read The Product

This step will apply to whether you are writing copy for your own product or for a client's product.

When I say read the product, I mean READ the product. You will need to understand this product as well as if you wrote it yourself. If the product is in video form, watch it and make notes. If it's in audio form, do the same. If the product is a web site, go through each page of content and understand what is being sold there.

Okay, why are you doing this?

Let me give you a very simple example and you'll understand why this step is critical.

You get an email from a potential customer and he asks you if you'll write sales copy for him. The product he is selling is a book on how to write articles by following a simple step by step process.

Now, your initial reaction, especially if you're already a writer of some sorts, is that article writing can't be that tough. All you do is think of the subject you want to write on and then start writing, right?

So wrong!

There is actually a process, which is followed by every great article writer, to writing great articles.

So what happens if you don't read the book? Will you know what the process is? If you're going to accurately depict what a person is going to learn from this particular book, you need to know what's inside of it. There is no way around that.

Okay, so what exactly are you looking for when you're reading the product that you're writing sales copy for?

For starters, you're looking to understand what the actual content of the product is. You need to understand the content as if you wrote it. You need to be able to do whatever the book says to do, if you had to. That's an awful lot of knowledge cram but at \$2,500 a sales copy it is work well worth it.

There's another reason why you need to read the product thoroughly. A lot of your sales copy, believe it or not, is going to come from the product itself.

This is especially true with products that have a number of examples inside or products that are very descriptive.

For example, there was one product that I read that had a lot of examples of people using the methods in the book. Some of the examples were excellent. In fact, they were so good that they were easily incorporated into the sales copy as selling points. So you want to look through the product to see if there are any such examples. These are gold.

Granted, not every product is going to have these sterling examples. Some products, quite honestly, will be poorly written. In these cases, you have two choices. The first one, which is the one that I always choose, is simply to turn down the assignment. I refuse to write copy for a book that is so poorly written that I can't get any decent material out of it. Ultimately, even if I wrote excellent copy for it, the refund requests would be off the charts.

The second option is to bite the bullet and write the best copy that you can. Naturally, your work is going to be a lot harder if you don't have much to work with. Now, in this case, you can contact the author and ask him questions about his product and even make suggestions on how to improve it. This is going to be a judgment call on your part. I can only tell you how I would handle it. Again, at \$2,500 a pop, you might want to put in the extra work to get the best copy you can out of the deal.

Another reason you want to read the product is to get a feel for the flow of how the sales copy is going to go. Many times, this is dictated by the product, especially if the product is a step by step process.

For example, one product I read literally translated into the copy. The product was a step by step, chapter by chapter process for curing acne naturally. The sales copy basically walked through the book and explained each chapter and how it would magically make you acne free. Naturally, you need a well written product to be able to follow this process, but again, that's why you read the product. It will ultimately make YOUR job a lot easier. And isn't that what you want, to make writing sales copy as easy as possible?

As you are reading the product, you want to make notes of the key points. You're going to use these key points for a great part of your copy. The more key points there are, the longer your copy is going to be. I'll touch on sales copy length at the end of this book. Yes, it does make a difference, but you want to keep it proportional to the price of the product you're promoting. But I'm jumping ahead. More on that later.

After you've read the product and made notes, it's then time to move on to the next step.

Step 2 – Research The Market

A lot of people feel that after you've read the product, you can immediately dig into writing the copy. After all, you know everything that's in the book, right? All you have to do now is talk about it, right?

Wrong!

Knowing the product is only half the battle. In order to write the most effective copy possible, you also need to understand the target market. You need to understand what these people are looking for. What problems are they having? What solutions are they looking for and why?

Let's take the article writing market for example. People don't want to learn how to write articles just for the sake of being able to write articles. They want to do something with these articles. Maybe they want to use them to market their products and services. Maybe they want to write articles for the purpose of selling them. The point is, they really don't care about being able to write articles. What they want are the benefits that they derive from writing those articles.

If you get nothing else from this book, please get this much. Nobody cares about the thing that they are buying in and of itself. What they care about is what the thing that they get is going to do for them after they have purchased it. They're looking for benefits.

The same is true with features of a product. They don't care what features a product has. They don't care if it can do handstands and whistle the Star Spangled Banner. They care about what benefits they are going to get out of the product. If you understand this much then you are 50% on the way to becoming a copywriter who can convert his copy to sales.

Okay, so that brings us to the key question.

How do you research your market?

There are many ways to do this. I'm going to outline the main ways and the simplest. These are also the most effective.

The first way to research your market, and the absolute easiest, is to visit forums. Believe it or not, each niche will have a forum that you can go to. In these forums you will find members talking about the things that are most important to them. From just reading the posts, you'll get a very good idea of what problems these people are having and what solutions they're looking

for. But more importantly, you'll find out what it is about these problems that are driving them crazy.

For example, let's go back to our article marketing problem. We already know that people want to learn to write articles so that they can either use them to market their products or sell them outright. But what are the problems they're having? What's really the sticking point?

What you're going to find, if you do the research, is that people complain that it simply takes too long to write a 500 word article. Some complain that it takes as long as 2 hours or more for a process that shouldn't take longer than 15 minutes. So their biggest complaint is that the process takes them too long and they want a way to shorten it.

Another complaint you might find is that it's too hard to research material for articles. Maybe they complain that they don't even know where to go in order to do their research.

So, when creating your sales copy, you bring up these issues and show the potential buyer how the product holds the solution to their problem.

Write articles in 15 minutes or less

Research potential article topics in no time at all

And so on...

The key is to understand what the target market's pain is. Why are they in pain? What is causing this pain?

This is where we have to understand why people buy things in the first place. If we can do that, we'll have a greater understanding of how to push people's hot buttons when it comes to our sales copy.

Here are the main reasons why people buy things:

- To relieve stress
- To replace an existing item
- Emotional satisfaction
- Entertainment
- Planned purchase
- Relaxation
- Education
- Improve surroundings
- Pleasure

Quality of life

If you take a look at this list, you will notice that most of these appeal on an emotional level. Rarely does anybody buy anything because they need it. People buy things because they want it. Emotions are so powerful in our lives and in most cases; those emotions dictate our buying habits.

I'll give you a perfect example.

I'm a workaholic. I admit it. But every once in a while, I get a little restless and need to relax. Now, I do play guitar but can only play about 2 hours a day because my fingers get a little sore. So I need something I can do that won't hurt my fingers, or any other part of my body for that matter. So, since I happen to like video games, I just recently went out and purchased a new one to keep me occupied for a while when I don't feel like working.

Did I need the video game? No, I wanted it. It was a purely emotional purchase. It made me feel better.

And that, when all is said and done, is the ball game. Your target market is looking to make a purchase because they think it is going to make them happy, whether it be the purchase of an article writing book so that they can make more money to buy more things that they want, or to get an acne cure so that they can ask the cute girl or guy out who lives next door. Nobody cares about the stupid tube of acne free or whatever it is. They don't even care so much about getting rid of their acne. What they care about is getting that date and they think that unless they DO get rid of their acne, that date isn't going to happen.

I talked about going to forums for your target market research. Another great way to research your target market is to go to Amazon.com and read some of the reviews for related products to the one that you're writing your sales copy for.

Why are you doing this?

When people write reviews on products, they usually write what they like about the product and how it helped them, or if they didn't like the product, why they were disappointed in it and what they were looking for. This will also give you a very good idea of what kind of solutions these people are looking for.

The good part about Amazon.com is that many of the top products in a niche have hundreds of reviews. This is more than enough material for you to use in determining the threshold of pain for this target market.

After you have completed your research, the next step in the process is to go back to your product and start compiling bullet points.

Step 3 – Bullet Points

The top copywriters know this and that's why they spend so much time on bullet points. What is it exactly that they know?

Bullet points will almost write the sales copy for you.

It's true, and here's why.

If you go through the product and make a note on each key feature, you will find that you can pretty much write a paragraph on each one. The reason is pretty simple. The key features, or what we call bullet points, are the main selling points of the product. It's the why behind the why that we buy. Remember, most purchases are emotion based, but those emotions are triggered by what the product promises to do for them.

For example, let's take one of my products on article writing.

Here are just a few of the bullet points, all taken from the product itself.

- How to write content on any subject in ***30 minutes or less, GUARANTEED***...
- The 4 things you must **NEVER** do when writing an article...
- Discover my **5 STEP MAGIC FORMULA** for writing articles that will **ALWAYS** deliver results **INSTANTLY**...

There are many more bullet points in the copy, but I want to focus on these. They were all written from the actual information in the product itself. The entire process of writing articles is explained so that ultimately, the end result is that the person is able to write articles in under 30 minutes.

The second bullet point alludes to a section of the book that talks about 4 things that one must never do when writing an article. All the bullet point does is to summarize this information.

The final bullet point is the one that explains that the entire process is a simple 5 step formula. This bullet point, in essence, has taken almost the entire book and summarized it in one sentence.

This is the power of bullet points.

Now, bullet points can further be broken down into features and benefits. And you need to fully understand the difference between them because they are not the same thing.

The best way to illustrate the difference between a feature and a benefit is through examples.

Feature: Our widget is made from solid steel.

Benefit: Our widget will last five times longer than the leading widget.

Feature: Our computer has a dual Pentium processor with 4 gigs of ram.

Benefit: You'll be able to get your computing done quicker and easier.

Feature: My book on article writing will show you a step by step process.

Benefit: You'll spend less time writing so that you'll be able to do other things.

Do you see the difference between a feature and a benefit?

A feature is something that the product HAS.

A benefit is something that the consumer GETS out of using the product.

Bullet points can be either, and yes, both are important. But ultimately, you want to concentrate more on the benefits than the features.

However, there is a way to do this.

You want to introduce the features of your product first. This will get the prospect interested. Consumers still have an interest in features. Let's face it, when we go to buy a new computer, you want to see how fast the processor is and how much RAM it has. You want to know if it has a great sound card so that you can do some fancy audio multimedia. Intuitively, you understand that features translate to benefits.

But the human mind is a funny thing. Unless we actually say, "This processor will double your computing speed" or whatever benefit we want to point out, many people don't really get it intuitively. The point needs to be driven home. They need to see that benefit in print. So that's when we give it to them, but after we have pointed out the features.

Compiling bullet points is really a very simple process. A well written book will make this process even easier.

What's a well written book?

A well written book is one that points out the feature of the product and then explains how this makes life easier for the consumer. If the book is not well written, and many are not, then most likely it will only focus on the features. There will be no mention of benefits.

What do you do in a case like this?

You have two options.

The first option, if you feel that you understand the product well enough, and if you've researched your target market well enough, is to come up with the benefits on your own. Usually, this won't be too difficult to do.

The second option, if you're not too sure of what the benefits are, is to contact the product creator and ask him. What does this feature do for the person? What is the benefit? How does it help him? How does it make his life easier? If the person who created the product can't answer these questions (believe me, it happens) then what you have here is a very poorly constructed product that probably isn't of any use to anyone. Again, you can decide to go ahead and write the copy anyway, or do as I do and turn down the assignment.

Once you have gathered all your bullet points, which is usually the most time consuming part of the whole process, in most cases you have most of your sales copy written for you. It's just a question of translating those bullet points into solid English.

The next step in the process is coming up with your headline.

Step 4 – The Headline

If you put me up against a wall and asked me what the most important part of your sales copy was, I'd have to say the headline.

Why is the headline so important?

As just a regular person on the street, with no knowledge of copywriting whatsoever, you can probably answer that question just by your own actions in everyday life.

How many times have you passed a newsstand or a magazine stand and took notice of the latest People magazine with the headline "John Doe Marries For The 5th Time" or whatever the hot gossip is for the day and just HAD to get a copy to find out what's going on?

Think about it. You haven't seen the content of the magazine at all. The only thing you've seen is a headline and from THAT headline, you made your purchase.

Well, the stats don't lie. Studies show that **80% of all online purchases through sales copy are made based on the headline.**

In other words, if your headline isn't downright to die for, you're losing about 80% of your business.

This is why, next to the time spent on putting together bullet points, copywriters spend more time on headlines than any other part of the copy. As a matter of fact, all good copywriters come up with multiple headlines and test them against each other to try to come up with the best one.

That brings us to the \$64,000 question.

What makes a good headline?

There is no definitive answer to this question. A good headline is one that makes sales. If that means coming up with a headline like...

"Your Mother Approves Of This Product"

...and if that headline makes sales, then it's a good headline.

Now, there may actually be target markets that might respond to headlines like that. Maybe there are potential consumers who are seeking parental

approval for something. By telling them that their mother approves of the product, they may very well think more seriously about making the purchase.

The point I am trying to make, and this is what you need to come away from it with, is that you can't condemn or condone a headline based solely on the headline itself. You have to look at it in the context of your target market.

Let me give you another perfect example.

I'm a big daytime TV drama fan, especially of the show "One Life To Live." One day, I was passing by a magazine rack and saw a Soap Digest issue that had the headline "Todd Manning Dies" and I almost fainted. I picked up the issue and ran out of the store with it, after paying of course.

Now, somebody seeing that same headline who doesn't watch "One Life To Live" even if they are a daytime TV fan, would have no interest in that headline and might not buy the issue.

The point is this...the headline is only as good as the market that it's targeting.

Having said that, there are procedures that great copywriters go through in order to come up with headlines that force the reader to go through the rest of the sales copy...and I'm going to show you what they are.

The first way to go about creating a headline for your product, and probably the simplest, is to pick out the one thing that your product promises to the consumer and use that one thing as the headline.

For example, the headline I use for my article writing book, which might very well be my best converting product, goes like this...

"Write Killer Articles In 30 Minutes That Sell!"

"Turn YOUR Words Into Cash!"

Straight forward and to the point...you're telling people that if they buy your product, they'll write articles in 30 minutes and make money.

Certainly this headline is going to get people to at least check out the rest of your copy to see what it's about. That's where you fill in the details. But if the headline doesn't grab them by the throat, then there are no details to get to because they'll close up your page faster than a speeding bullet.

As a matter of fact, tests have shown that you have between 3 and 5 seconds to get someone's attention with your headline in order to get them to read the rest of your copy. If your headline doesn't grab them that quickly, they will be

gone that fast. Think about it. Take a stop watch and time how long it takes you to read the headline above. It takes me about 4 seconds and I'm a moderate reader.

So that's it. That's all the time you have. Don't waste it.

Another way to come up with a headline is to go to what I call the "Questions Board"

People are captivated by questions. Let's face it, when somebody asks you a question, you're almost forced to answer it, unless you have absolutely NO interest in the subject matter. But if that's the case, what are you doing at the sales page anyway? Remember, the people coming to read your sales copy have been previously pre-qualified by some kind of ad. So at least you know that you're reaching your target market. If not, then you have to seriously re-evaluate your marketing methods. But that's another story altogether.

Here's an example of a powerful question headline.

"If I Could Show You A Way To Make Thousands Of Dollars A Month On Autopilot...Would That Be Worth 5 Minutes Of Your Time?"

Let's pull apart this headline and see why it works.

The first thing is that you're showing somebody how to, not only make money, but to do it on autopilot. Then, on top of that, you're telling them, in the form of a question, that it will only take 5 minutes of their time to find out how.

You're promising thousands of dollars (significant income) with minimal time invested to learn how (convenience of time) thus almost forcing them to read on.

Another approach to writing headlines is with the powerful statement. Here, you don't ask a question but just make a statement that is so bold that it almost sounds like it's too good to be true.

Taking that same question headline, we can modify it slightly and turn it into a statement.

"Discover How To Make Thousands Of Dollars A Month TOTALLY On Autopilot!"

"You're Just 5 Minutes Away From The Secret!"

It's basically the same message, just presented as a statement. The facts are still the same however.

You'll notice we began the headline with a keyword, "Discover."

This is probably one of the most powerful keywords in all of copywriting. Later on in this book, I'm going to cover a list of keywords, not only to use, but to avoid as well. Yes, as there are words that make great copy, there are also words that kill copy. All of this has been tested and approved by the experts. Like I said, don't reinvent the wheel. Just make a better wheel.

Another approach to writing headlines is to feature the offer. In other words, let's say you're offering a free trial membership for a site. You could use a headline like this...

"Have Access To 1 Million MP3's For 30 Days Free!"

Now, if you're a music lover and really get into downloading mp3 files off the Internet, how can you possibly resist an offer like that? Certainly you're at least going to want to read on and see what you get. Sure, there is going to be a catch to the membership. Maybe it's limited downloads, or maybe you can only play them online. But when you see the catalogue of what's available there's a good chance that you're going to spring for the paid service.

When thinking of a headline, think of what you would say to somebody whose attention you're trying to get and they're in the process of walking away from you. What are you going to do? Are you going to calmly say something like, "Please don't walk away?" No, you're going to scream at the top of your lungs, "If you walk away you'll NEVER find out what I know about..." and you can fill in the blanks. In most cases, that person is going to turn around and walk back to you just so they can hear what you have to say.

That headline has to scream off the page. It has to be a matter of life and death. Don't be afraid to be outrageous with your headlines. Sometimes the most outrageous headlines are the most effective.

Another method of writing headlines is what I call the "Pain/Pleasure Headline"

This is where you point out a person's pain in the headline and then at the same time, show them how you're going to take away that pain.

Remember, people buy things because they want to solve a problem or feel better. Well, when you're in pain, you'll do anything to feel better.

Here are a few examples of headlines that use the pain/pleasure tactic.

“Suffering From IBS? Discover A Natural Treatment That Cures Your IBS In 2 Weeks!”

“Are You \$20,000 Or More In Credit Card Debt? We’ll Get You Out In 6 Months Or Less!”

“Is Cigarette Smoking Killing You? We’ll Get You To Stop In 30 Days GUARANTEED!”

I can go on, but I think you get the point. You point out the person’s pain and then immediately after, give them the solution, or provide them with the pleasure point.

Another method that copywriters use to come up with headlines is the powerful offer.

For example, take a look at this headline.

“I’ll Give You \$500 Of Legal Advice...FREE!”

If you’re looking for a lawyer and you see a headline like this, you’re not going to jump all over it? Now, you’re probably thinking, why somebody would make an offer like this? Well, knowing many lawyers, I can answer that. It’s because \$500 of legal advice is not a lot of time in hours. Most clients need much more time than this and will ultimately end up hiring the lawyer. It’s worth it for the lawyer to make this offer given the possibility of a much bigger paycheck.

Another method that copywriters use to come up with headlines is the testimonial.

For example, take a look at this headline.

“My Acne Was Completely GONE After Just 3 Days Using Acne-Be-Gone”

That’s quite a powerful testimonial, especially if you’re suffering from acne. How many people will be able to pass up at least giving this product a try? Certainly they’re going to read the copy. Testimonials are some of the most powerful headlines that you can use because they show that others are raving about your product.

Another great method for coming up with headlines is the warning.

Take a look at these headlines.

“Warning! Failure To Read This Can Cost You \$2,000 Or More In Auto Insurance”

“Warning! Your Drinking Water Is Killing You!”

“Warning! Your Home Is Falling Apart This Very Moment”

You can almost guess what businesses these headlines are targeting. The first one is most likely a company that offers better auto insurance rates. The second one is most likely a company selling bottled water or water filter systems. The third one is probably a company selling home inspection or pest prevention services...possibly a home repair company as well. There are several options here.

If the market is properly targeted, these headlines should be very effective to bringing in sales. Certainly they should get the rest of the copy read.

And there is one last method that copywriters use to get headlines. They steal them from others.

Don't look so surprised. Swipe files are a big thing. As a matter of fact, there is a site on the Internet that has hundreds of old classic ads that have been proven to convert like crazy where you can pick up tons of ideas.

Here's the URL:

[HARD TO FIND ADS](#)

You will find ads from Gary Halbert, God rest his soul, and many of the masters. I actually dished out the \$300 and purchased the text files of these ads. Worth every penny and then some!

Before I close this chapter, I can't stress this enough. Slave over your headlines! Make sure that they are the best that they can be for whatever you're promoting. Make sure that you come up with at least 5 headlines for your sales copy and test them all to see which one converts the best. I'll be getting into testing and tracking later in this book, as there is a right way and a wrong way to do it.

Now, let's take a look at the headline that I used in my sales copy for the Honest Income Program...

I Was Begging For God To Strike Me Dead...

**“How A 45 Year Old
Out-Of-Work...Out-of Money...
Out-Of-Hope Father Now Generates
A \$10,000 A Month Income
WITHOUT Going To A Job”**

Actually, what we have here is a pre-head and a headline. Let's examine these and analyze them.

I start off with “I Was Begging For God To Strike Me Dead...”

This gets the reader asking, “Why? What could have possibly been so horrible that this guy wanted to die?”

This sets up the headline. “How A 45 Year Old Out-Of-Work...Out Of Money...Out-Of-Hope Father Now Generates A \$10,000 A Month Income WITHOUT Going To A Job”

Okay, that explains it. The guy was out of work, broke, down on his luck and now he's making a mint.

Think this isn't going to get people to keep reading?

When I changed my headline to this one, it more than doubled my conversion percentage. I still test to see if I can do even better, but so far, this pre-head and headline have proven to be the best.

Last thing I'm going to say on pre-heads and headlines is that they should be highlighted. Preferably, pre-heads should be black on yellow and headlines should be in red. You can modify these colors just as long as you make sure that your headlines stand out from the rest of your copy in both color and size.

The next step in the copy process is thinking of an opening paragraph.

Step 5 – The Opening Paragraph

The opening paragraph is really just a continuation of your headline. You've just grabbed your reader by the throat and dragged him into your copy. So imagine you do this and then lead into something like...

Dear Friend:

Can I have a moment of your time to show you...

Please! This approach has killed more ad copy than Al Capone has killed federal agents. Once you've captured your reader's attention, you want to keep it.

Let's take a look at my Honest Income Program sales copy's opening paragraph and see how I continued from where I began.

I was out of work...out of luck...and out of money. If I had a gun in the house, I would have put it to my head and slowly squeezed the trigger...

I lost my job due to illness...had bills up to my neck...a daughter who would soon be entering college—and ***no hope in sight***.

If you're sitting there right now thinking to yourself — "My God he's talking about ***ME!***" — Don't give up hope!

Take a look at how I weaved in this opening paragraph. I'm basically saying the same thing that I said in the headline, just in different words. The key here is that I am beginning my story in a way that grabs the reader's attention even more. No "Dear Friend" or "From The Desk Of" or any of that garbage. The one thing that you need to understand as a copywriter is that you **MUST** make every word count. If you read a line and it doesn't make you feel something, then get rid of it. Your reader has a limited attention span. You can't waste time on flowery prose.

Basically, here are the things that you want your opening paragraphs to do. They don't have to contain all of these items, but they should at least contain one or two.

Method 1 – The Compelling Story

Tell them a compelling true story that they can relate to as I have done in my copy. This is especially effective if your headline is using the same technique as mine did. Usually you do want to keep the headline and opening paragraph similar so that one flows into the other. For that matter, your whole sales copy should flow smoothly.

Method 2 – The Compelling Offer

Make a compelling offer. Hit them with your offer right off the bat. No need to beat around the bush. If you're offering them a year of mentoring for the cost of a dinner out, then tell them that right in the first sentence. The key to this opening is to follow up with the details and the benefits of your offer.

Method 3 – The Question

Ask them a question and force them to answer it. For example, you might ask something like "Would you like to increase your profits by 817% in just 30 days?" Naturally, the answer to this is going to be yes. In order for them to find out how to do this, they'll have to read the rest of the copy.

Method 4 – The Guarantee

Put your guarantee right up front. For example, you might say something like this. "I'll give you triple your money back if my acne cream doesn't cure your acne in 3 days or less." This does more than one thing. First of all, it states that the person's acne will be cured, which is what they are looking for. What it also does is take all the risk away from the customer. If they're not satisfied with the results, you've promised to give them triple their money back. It's hard to pass up an offer like that.

Method 4 – The Testimonial

If your headline is a testimonial, you can use a similar testimonial in your opening paragraph. I wouldn't use the same exact one because testimonials should be kept intact, word for word. So if you're going to use this method, choose a different testimonial for your opening paragraph. You might even want to follow it up with more testimonials. We'll get more into testimonials and where to put them later on in the book.

The key to the opening paragraph is that you want it to have the same impact as the headline. The only real difference is the formatting.

The next step is the sub-heads and the rest of copy that follows.

Step 6 – Sub-Heads

After you have completed the opening paragraph, which is basically a setup for the rest of the copy, what follows is simply that, the rest of the copy.

In order to make it easier to write the remainder of the copy, we use sub-heads. The reason we do this is because we want to group each section of our copy into smaller chunks. This makes it easier to read the copy and also makes it so that more people will read, if not all the copy, some of it.

This is where we come to what I call “The Skimmers.”

Like it or not, there are people who don’t read much of sales copy. They’re skimmers. The problem with skimmers is that they’ll skip over large chunks of copy until they hit sub-heads or something that breaks the copy up. That’s why we use sub-heads in copy, to break the copy up and give skimmers a place to stop.

The rule of thumb is that for every page of sales copy, you want one sub-head. The way we determine a page of sales copy is by opening up the sales page in your browser and hitting the page down key. That’s one page of sales copy. So, for every page down there should be one sub-head.

Ideally this would be great if we can do it, but sometimes it’s just not possible because of the amount of copy that is required for each section. So there are other ways to break up the copy, and we’ll be getting to them later on.

Usually, you shouldn’t have trouble including one sub-head for every 1-3 pages of sales copy. That should be good enough to keep the skimmers from bypassing most of your copy.

But sub-heads serve another purpose other than to just keep skimmers from bypassing your copy. Sub-heads are used to emphasize parts of the copy that we want the reader to pay attention to.

There are a number of ways to do this. Again, we go back to the same principals that we use for our main headline and opening paragraph. The only difference is that with sub-heads, we are presenting a “story” to the reader that is going to follow a logical sequence of events.

Let’s take a fictional example so that you can see, visually, what I am talking about.

In our fictional example, we’re going to use the acne cure sales page.

Our headline is going to be this...

“Cure Your Acne NATURALLY In 3 Days...GUARANTEED”

Our opening paragraph is going to be this...

If I could show you a way to **naturally** cure your acne in just **3 days**, would that be worth 5 minutes of your time?

Now, here are our sub-heads. We’re going to present our story in a sequence from start to finish, using sub-heads to highlight each step of the way.

Sub-head 1

My Acne Was Ruining My Life!

What follows is the story of how our acne was ruining our life. We talk about the dates we didn’t get, the kids laughing at us behind our backs, and so on. This shouldn’t take more than a page or two.

Sub-head 2

A Miracle Fell Into My Lap!

This is where you start talking about how you discovered this acne cream and after just three applications; your acne was gone for good. You tell about how easy it was and how there was no pain or side effects or anything like that.

Sub-head 3

I Met My Future Wife

This is where you tell how your life changed because of this; how you started dating and how eventually you met the woman who you’d eventually marry.

Do you see the natural progression of these sub-heads? Each one walks through the story from beginning to end. You start with the problem, work your way to finding the cure and then finally end up with how your whole life was changed.

Granted, most sales copy isn’t going to be this simple, but this is the basic structure. The story may be more complicated and thus the progression of events may be longer, but as long as you start at the beginning and work your way through to the end, you’ll be fine.

So, how do we do this?

There is only one way, and I don't know anybody else who teaches this method, which is why I believe it is so effective.

If you want to know what it is, just go back up and look at the example I just gave.

Sub-head 1

My Acne Was Ruining My Life!

What follows is the story of how our acne was ruining our life. We talk about the dates we didn't get, the kids laughing at us behind our backs, and so on. This shouldn't take more than a page or two.

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I Met My Future Wife

This is where you tell how your life changed because of this; how you started dating and how eventually you met the woman who you'd eventually marry.

I call it the "Storyboard Approach"

I came up with this idea from doing playwriting. I wrote scripts for the University of Miami many years ago for a college soap opera that they were doing. In order to do each script, I first had to come up with a storyboard. In other words, I summarized what was going to happen in the episode before I wrote it. This made it easier to write.

Here's an example from one of the episodes.

Teaser Section

Scene 1 – Chad confronts Melanie about her affair with Vincent.

Scene 2 – Alison begs Mandy to cover for her after finding the drugs in her room

Scene 3 – Vincent confides to Luther that he loves Melanie

Act 1

Scene 1 – Melanie and Chad fight about Vincent. Melanie denies affair.

Scene 2 – Alison and Mandy argue over drugs. No resolution yet.

Scene 3 – Luther tells Vincent that he's looking for trouble with Melanie.

Act II

Scene 1 – Melanie and Chad continue fight after Chad doesn't believe her.

Scene 2 – Alison and Mandy continue fighting.

Scene 3 – Vincent tells Luther he's made up his mind. Going after Melanie.

End Teaser

Scene 1 – Chad leaves Melanie. Says they're through.

Scene 2 – Mandy tells Alison she's going to the dean to turn her in.

Scene 3 – Luther tells Vincent if he goes after Melanie he'll be forced to tell her about he and Alison.

This was a very tense time during the show. This is where we first learn of Alison and Vincent. Now it's starting to make sense with the drugs, since Vincent is a known drug dealer.

When writing sales copy, if you follow this same formula, similar to what I did with the acne example, you should have no trouble writing ad copy that not only flows, but is long enough to keep the reader's attention and close the deal.

The only way to do this, of course, is to know your market and know your product. You first have to know what the market's problem is and then you have to know what your product does and what the end results will be.

When you think about it, that's really all your sales copy is; one long story from beginning to end. So if you map out your sub-heads before you even begin writing, you'll have a much easier time of it.

The next thing we're going to talk about is proof and credibility.

Step 7 – Proof And Credibility

Proof and credibility are actually two different things, though they are very much related to each other.

For those in the “make money online” niche, proof is probably one of the most important things that you can show. We live in a very skeptical world because of all the con men that have come and gone over the years. Today, it's harder than ever to make an honest living because of the skepticism that exists. This is why proof is so important.

Years ago, showing proof wasn't so hard. A simple screen print of a Clickbank or PayPal statement was good enough. Today, with the advances in graphic technology, it is very easy to fake these screen prints. Therefore, we have to go the extra mile in showing income proof.

Fortunately, we have the technology to do that. With software that is capable of creating videos of us actually going into our accounts, we can show almost indisputable proof of a person's income. I say “almost” because believe it or not, there are people out there who can actually fake videos. However, these people are in the minority and most marketers will accept a video at face value.

The question is, where do you put this proof?

The best place to put your proof is immediately before or after you present the offer. You can experiment with each to see which converts better for you. I used the “before” approach in my sales copy. However, in order to do that, I used a testimonial of a person claiming to make money from my product before showing my own proof. So you do have to carefully structure how you present things.

Unfortunately, there is no right or wrong here. There is nothing written in stone. It is all going to come down to testing.

Just taking these 3 things, testimonial, proof and the offer, we can present them in 6 different ways.

Testimonial, Proof, Offer
Testimonial, Offer, Proof
Proof, Testimonial, Offer
Proof, Offer, Testimonial
Offer, Testimonial, Proof
Offer, Proof, Testimonial

All 6 sequences can work. Determining which one is best for YOUR product will all come down to testing.

The key thing with proof is this. If you say to somebody that they can make \$1,000 in one day, then you better have a way of showing that you have actually earned \$1,000 in one day, otherwise, your credibility is shot.

Now, let's get to credibility. Here is how this is different from proof.

Let's say the author of the book you're writing sales copy for just happens to be a doctor and he's selling a book on a natural acne cure. Just the fact that he is an MD is more credibility than you are going to get from some marketer who decides to write a book on acne cures because he thinks he'll make money.

Now, the reality is that not all marketers have credibility. Unless you're only going to pick credible people to work with, you're going to have to deal with some clients that have no credibility whatsoever. When that happens, how do you establish credibility?

That's where our next chapter comes in...Testimonials.

Step 8 – Testimonials

Testimonials may just be one of the most critical things you can get for your sales copy.

The bad thing about testimonials is you can't write them yourself. You have to rely on the people giving them to give good ones.

And that's where the problems come in.

Most people who give testimonials do so out of the goodness of their hearts, and trust me, their hearts are in the right place. Unfortunately, these people are not writers and many of these testimonials just turn out to be plain awful.

So what do you do?

The thing to do is stop the problem before it becomes a problem. That means you have to follow a specific plan of action in getting your testimonials. By following this outline, you should end up with testimonials that will actually help your sales copy.

Step 1

Assuming that this is a new product that nobody has yet, obviously you're not going to have any testimonials because there is nobody around who even knows what it is. So the first step is to make sure that a number of people actually get their hands on the product to try. This may mean that the creator has to give away samples. That's the price you have to pay for getting testimonials at the beginning.

I suggest getting at least 10 people to try out the product. Tell them that you'd appreciate a testimonial if they find the product helps them. Most people will be more than willing to do this in exchange for a quality product. If the product isn't good, don't worry, they'll let you know.

Step 2

Send them a form of questions to answer about the product. This way, the response that you get will be structured and will include the details that you need to construct a testimonial worthy enough for your sales copy. Some of the questions you should ask are the following:

1. What problems did you have before getting this product that the product solved for you?
2. What benefits did you get from the product?
3. Would you recommend this product to others and if so, what would you say to them to convince them?

These 3 simple questions should be more than enough to construct a good testimonial for your sales page. You can of course ask other questions that are more specific to the product, if you choose. The more questions you ask, the better the testimonial will be.

Step 3

Send them a letter asking them if you can use their responses as a testimonial and if you can reword them as needed. You're looking for license not to change the content of the testimonial but simply to word it in a way that makes it flow as well as possible. In most cases, if they answer the questions asked, you'll have very little editing to do.

Step 4

Ask them if they can submit a photo of themselves to use on the page. Photos carry more weight than having a testimonial without a photo. If you can get an audio testimonial, that's even better, but not required.

Step 5

The final step is to reconstruct the testimonial in a way that will get the reader's attention. As I said, if the questions were answered completely, you will have to do very little editing. You may have to leave some things out if they give very long testimonials, but you shouldn't have any problem getting enough material for each testimonial.

By following the above steps, you should have no problems getting a number of excellent testimonials.

Now, where do you put them?

Again, there is no right or wrong here, however, you want to put your best testimonial FIRST. The reason is because you want to hit people with your best right away. You then put your second best testimonial LAST so that you leave them with a lasting impression. Some people do this in reverse, putting the

best last and the second best first. You can certainly test this and see which converts better, but you definitely want your two best testimonials first and last in the chain.

What about that chain?

Do you put them all together? Do you split them up?

Again, there is no right or wrong here. However, if you have a large number of testimonials, you probably want to split them up.

Why?

The reason you want to do this is because after a while, people are going to start getting tired reading testimonials if they're all bunched together and you might lose them. That's why I usually don't put more than 3 or 4 testimonials in a row.

If you take a look at my Honest Income Program sales copy here...

<http://www.honestincomeprogram.com/>

You'll find a testimonial at the beginning shortly after the intro paragraphs, then single testimonials sprinkled throughout the copy and then just before the end of the copy, a string of 5 testimonials. By having this many at the end, it will push people who are on the fence into buying.

As with anything else in your sales copy, test the placement of your testimonials and see what works best. For me, the structure above works just fine.

The next step is the guarantee.

Step 9 – The Guarantee

Fear of getting ripped off is one of the biggest fears on the Internet today. The number of scams that I have personally been subjected to over 4 years of marketing online has been staggering. So it's no surprise that people are hesitant to make purchases online unless the merchant backs up his product.

That's where the guarantee comes in.

If you're going to have any success selling a product online, you **MUST** stand behind it 100%. This is not even debatable. Those who don't offer guarantees on their products lose out on a large number of sales. The stats prove this.

The question is what kind of guarantee do you offer?

Well, let's start off with the simple solution. Many marketers, who don't want the hassle of having to pay affiliates out of their own pockets and don't want the headaches associated with running their own affiliate program, usually go with a company like Clickbank to process payments for them and also pay affiliates for them as well. This takes the entire decision making out of the equation. Clickbank mandates a **56 Day or 8 Week Guarantee**.

End of story.

You have absolutely no say in this matter. As a matter of fact, if your sales page has any other type of guarantee offered, Clickbank will reject your product and you will not be able to sell it through them.

Now, there is a plus side to this. Many marketers who purchase products online feel very comfortable with Clickbank's guarantee because they know that it will be honored. So they are less hesitant to make the purchase. So sometimes going with Clickbank can be a plus.

However, if you want to go above and beyond with your guarantee and bring in even more sales, then you need to go with your own Merchant account or with a payment processor that doesn't mandate guarantee periods. Should you go that route, there are two ways you can attack the guarantee.

The first is time. You can offer a guarantee that is long past the usual amount of time that people offer guarantees for. It's not uncommon for some companies to offer guarantees for up to 1 year. Imagine the kind of confidence a 1 year guarantee instills in a prospective buyer.

The second way to attack the guarantee is through money. Now, obviously you can't offer a person less than a full money back guarantee. That's the minimum. But imagine if you offered a double or even triple your money back guarantee. This can effectively triple your sales.

Of course you can combine the two. Imagine offering a triple your money back guarantee for up to 1 year. Think that's not going to increase your sales significantly?

The next thing that you need to concentrate on is where to put the guarantee. There are two schools of thought here and either one will work.

As I mentioned in a previous chapter, you can actually put your guarantee right in your opening headline and opening paragraph. Of course you'll further reinforce this guarantee later on in your sales copy right before the call to action.

Or you can simply put the guarantee at the end of your sales copy just before the call to action. In either case, you **MUST** remind the person of the guarantee before they are presented with the call to action. This gives them that immediate feeling of assurance that in many cases will push them over the edge just enough to buy.

Aside from the time length and monetary guarantees that you make, you also want to make, what I call, a guarantee of pride. While it may be true that the bottom line is all people really care about, getting their money back and having so much time to do it, it's nice to read something like this...

"I stand 100% behind my product, so much in fact that if you are not completely satisfied with it, I want you to return it. And with your prompt refund I will also send you a gift to make up for your dissatisfaction."

Usually, and we'll cover this in a later chapter, by offering bonuses and allowing the customer to keep them, even if they return the product, this goes a long way.

The point is, when you make your guarantee, you want it to be one that is so compelling and so amazing that the person would have to be crazy not to take you up on your offer.

In the next chapter we'll cover the bonuses that I had just mentioned.

Step 10 – Bonuses

This is one of the areas where most product creators make their mistake. Unfortunately, as a copywriter, there isn't a lot you can do about this.

The mistake that they make is that they include bonuses that add absolutely no value to the main product. As a matter of fact, some of the bonuses are so bad that you'd be better off not offering a bonus at all.

Except that's not really an option...not anymore.

The bonus has become expected. Every person going to a sales page expects to see a ton of extras offered in addition to the main product. If they don't see these bonuses, their impression is that the merchant is cheap. It may not be a fair assessment, but that is the overall impression that people get when they don't see a bonus.

If you take a look at my Honest Income Program package, the bonuses are so good, some of them may actually be better than the main book.

For starters, I offer 10 books in the package, which means 9 bonus books. That's quite a lot. But again, if they were crap, it wouldn't matter.

But they're not.

The first bonus is my Honest Income Program Advanced book which actually takes the main book to the next level. This alone would have made the package worth the price.

The second bonus is Killer Content In 30 Minutes, which is a whole book on how to write articles. I actually sell this book separately for 75% of the price of this whole package.

The third bonus is Complete Internet Advertising Guide, which covers every form of advertising on the Internet. This is one of the most important things to learn when marketing online.

The fourth bonus is Complete Guide To Affiliate Marketing. This is a book dedicated solely to affiliate marketing, even including a formula for how to determine if an affiliate program commission structure is any good.

I could go on, but I think you get the picture. I've had numerous emails from people claiming that the bonuses were even better than the main book.

These are the kind of bonuses that merchants should be giving people. As I said, as a copywriter, you have no control over this.

However, whatever bonuses you do get, you're going to have to write copy on it. The copy you write is going to be along the same lines as the copy you will write for the main product. You will explain what you get with the bonus as to features and benefits. If you have any testimonials on the bonuses, you will include them as well.

You can imagine that the sales copy for my Honest Income Program package was quite long, having 9 bonuses.

The sales copy for my Honest Income Program sales page was over 60 pages long. The average "long" copy is about 40 pages. So as you can see, this was quite a project, and most of it was because of the bonuses.

I can't stress enough how important bonuses are. The reason is because bonuses increase perceived value of what the customer is getting.

Maybe I should touch on the concept of perceived value here, since it is very important.

Let's say you go to a store and see a bag of lifesavers going for \$1.99. Across the way you see a bag of another hard candy going for \$1.79. Now, you do like the other candy, but you like lifesavers better. However, the other bag comes with a buy one get one free offer for one day only. Aren't you going to grab that offer, since you like the candy anyway?

You're getting more perceived value for the money. Now if lifesavers was also offering a buy one get one free sale, even though it is 20 cents more, because you like lifesavers more, you'll go with that offer. The 20 cents is worth it because NOW the perceived value is in the fact that you like the lifesavers more and you're getting the same amount of candy for just 20 cents more.

This is just one of many examples I can give you. It all translates to this one statement.

"We all want as much as we can get for the money we spend."

So if we're unsure of purchasing a certain product and really on the fence, sometimes being offered a number of bonuses, if they're good bonuses, will push us over the edge.

I can't tell you how many sales I've made of a very old ebook just because I offered two of my books as bonuses.

So what do you do if you're presented with a product that includes bonuses that are just not up to par?

Well, you have 3 options.

1. Refuse to do the sales copy.
2. Do the sales copy but only if the bonuses are not included.
3. Agree to do the sales copy for the main product and the bonuses.

If you decide to write the copy for the bonuses, just like with the main product, you will have to review all the bonuses so that you understand just what is in them. You'll need to make a list of bullet points so that you can write about what the customer gets with each bonus.

This is why writing the copy for the Honest Income Program took me so long. I had to read through 10 books and make notes on 10 books.

So as you can see, while fees for sales pages may seem very high, trust me, you'll earn every penny.

In the next chapter, we'll go over the price.

Step 11 – The Price

When I talk about price, I'm not talking about setting the price. That's up to the creator of the product, though you might want to give him some suggestions if you think he's pricing it too low or high. No, what I am talking about is HOW to present the price. There is an art to doing this that the best copywriters have down to a science.

Remember what I said. It's all about providing lots of value for the customer. So you have to make him believe that he's getting \$X worth of product for \$Y, where \$Y is a lot less than \$X. However, to pull something like this off, it has to be believable.

The way I, and many other copywriters, handle it is very simple.

Let's take the example where you're including a number of bonuses with the main product.

The first thing you have to establish is what the main product, by itself, is worth. After you've done this, you then establish a value for each of the bonuses and then the whole package together.

Let's for argument sake say that the whole package has a value of \$500. You could then easily make a case for how you could sell this package for \$97, \$197 or even \$297 and it would be a bargain.

After you make the case for how much the package can be sold for, you then present the potential customer with the actual price of the product, which is less than all the possible values you've presented.

To see a perfect example of how this is done, take a look at my Honest Income Program sales page and see how I presented this to the potential customer.

Honest Income Program Package

Honest Income Program - **\$97 Value**

Honest Income Program *Advanced* - **\$67 Value**

Killer Content In 30 Minutes - **\$67 Value**

Complete Internet Advertising Guide - **\$67 Value**

Complete Guide To Affiliate Marketing - **\$47 Value**

Super Charged Sales Letters - **\$47 Value**

Make Easy Money On Ebay - **\$37 Value**

Complete Clickbank Guide - **\$27 Value**

The Complete Guide To PayPal - **\$27 Value**

HIP Ads Directory – **Priceless**

Total Package - **\$483 Value**

Note the value of the entire package. At this point, the potential customer is breaking out in a cold sweat wondering how much he's going to have to pay for this. Certainly he's thinking, even at half price, it's probably a \$197 package at least.

Now let's take a look at how I proceed from here.

I could easily let this package go for ~~\$97~~, ~~\$197~~, or even ~~\$297~~ and it would be a steal.

Then I go one step further. I compare what they're getting to what they would have to spend for this information elsewhere.

Compare For Yourself!

Look At What This Would Cost Elsewhere...

- \$97 JUST for a book on Adwords advertising...
- \$67 JUST for a book on article writing...
- \$97 JUST for a book to give you a comprehensive income earning plan...
- \$47 JUST for a book to teach you how to write ads that convert to sales...
- \$47 JUST for a book to teach you about Affiliate Marketing...
- Countless HOURS of YOUR time to find the income opportunities outlined in my first system. How much is YOUR time worth to you?...

I even bring in the issue of how much the person's time is worth to them. All of this is to reinforce how much they're really getting in this package.

Finally, I close the deal on the price.

You can see where all of this would be a bargain at even \$297. Well you're not going to have to pay even anywhere NEAR \$297 for all this. If you order **TODAY** you can get this **complete package** for just **\$47**.

When they see that they get all of this for \$47, they almost have to do a double take to see if it's not a typo.

If you check many of the top products at the Clickbank marketplace, or anywhere for that matter, you'll see that most of the top copywriters use this tactic. It's very effective.

You're probably wondering why I went into such detail with presenting price. The reason is because in many cases, price is the deal-breaker. This is why

you MUST test your price. The greatest sales copy in the world is not going to convert if the prospect thinks the price is too high.

Again, you have no control over the price that a merchant wants to charge for his product. The most you can do is make some suggestions if you think the price is too high or low.

The top copywriters are very firm with their clients. If they feel that something is wrong with their product, whether it be the product itself, poor testimonials or wrong pricing, they will tell their clients. It is your responsibility, as a copywriter, to ensure that the sales copy is as effective as possible. That means that all things outside of your control have to be right.

I know a lot of copywriters who will turn down a contract if they feel that the product is not priced correctly and the merchant refuses to budge on it.

Okay, so what are you supposed to get out of this chapter?

Simple...when you present price, you present the value of the package, what you could get easily for the package and then finally what the package costs. The first value should be the highest value, the second value should be the second highest and finally, the actual price of the product should be the lowest value.

You can use my example as a guideline. If you do this, you should have no trouble with presenting price in your sales copy.

While I'm on the subject of price, let me briefly talk about summarizing. You will notice that when I presented the value of the package, I also summarized what the customer would be getting. This is also important to do. The reason is because over the course of a sales letter, the customer is going to forget things. Remember, they're seeing this for the first time. By the time they get to the 10th bonus, they've probably forgotten the 1st bonus. So you want to remind them of what they are getting before you get to your call to action. The best way to do this is as I presented it, with a box showing the products and the values for each. This kills two birds with one stone.

In the next chapter, we'll go over the call to action.

Step 12 – Call To Action

Believe it or not, I've seen sales copy that was absolutely incredible...right up until the call to action, and then I see something like this...

“You can order today and get immediate access.”

And then below that is a link to make payment. And that's it. That's the call to action.

Are they kidding?

How do I put this?

If you don't let your prospects know that passing up this offer is going to be the biggest mistake they could make next to walking into a nuclear reactor that's in the middle of a meltdown, you are NOT going to close the sale.

Okay, let's get some basics down on calls to action.

First of all, when you issue a call to action, it should be a call to ONE action and ONE action ONLY. You don't want to give your prospect a ton of things to do. The call to action may be different depending on the focus of your sales copy. You might want them to place an order, or you might want them to sign up for your list. Whatever it is, DON'T distract them with extraneous matters. They need to be focused on that ONE thing...PERIOD!

Another thing about your call to action is how you actually present it. You can't actually order people to do things. For example, this would be a very poor call to action.

“Click the order link below or you're an idiot!”

I don't think you're going to win many friends, or customers, with this method. You have to be a little more subtle than that.

Take a look at the call to action that I used for my Honest Income Program.

**Yes! I Want The Definitive Answer To Fool Proof
Income Generation!**

I understand that I will be instantly downloading the entire 10 book package in PDF format and that I have 56 days to evaluate it.

I also understand that if I am not completely thrilled with this package, I can return it for a **FULL REFUND**.

[Click Here To Instantly Download](#)



Notice what I have done. I didn't tell the person what to do. I put the words in his mouth with the first line, "Yes! I Want The Definitive Answer To Fool Proof Income Generation!"

You will also notice something else that I didn't do. I didn't use the word buy. Instead I said "Click Here To Instantly Download." This gives the feeling of almost getting it for free, even though you have mentioned the price earlier. Later on, I'm going to go over some words that you NEVER use in your sales copy.

Another thing you will notice is that I remind them of the refund policy. This further reinforces the fact that they don't have to worry about their purchase; that it's backed up by a guarantee that they can have faith in.

Your call to action must be a strong one, but it can't be too pushy. You don't want to bully your prospects into buying. You simply want to remind them of what a great offer it is.

Remember, you have to tell your prospects what you want them to do. If you don't tell them, they won't do it. It's THAT simple.

In the next chapter, we'll go over the PS.

Step 13 – The PS

A lot of marketers think the PS is totally worthless, that nobody reads them. Well, contrary to popular belief, the PS is actually one of the things that people DO read, especially the skimmers.

So how do you construct a PS?

What do you put in it?

Can you have more than one?

Okay, let's take the first question, constructing your PS. The PS should come immediately after your signature. This is where most people expect to find it so if you have a skimmer, he'll know exactly where to go to find your PS.

As to what you put in it, something that serves as a reminder. Let's take a look at the PS I used in my Honest Income Program sales copy.

Sincerely,



Steven Wagenheim

PS - Don't forget—you get ALL of this for just \$47 ONLY if you order TODAY! I can't promise that the price or the bonuses will still be here tomorrow.

Okay, let's see what I've done with my PS.

The first thing I remind them of is the low price. But in addition to that, I tell them that I can only promise that price if they order today. Not only that, I tell them that I can't promise that the price OR the bonuses will be available tomorrow.

What this does is put the fear of loss in their mind. Many prospects will ultimately buy something simply because they are afraid to lose out on the offer. This PS reinforces that fear of loss. It is a very effective weapon that copywriters use.

What about multiple PS's? Well, they are also very effective. One thing many copywriters do is add a second PS stating that if they order today, they'll

throw in a special bonus, something that was not even mentioned in the sales letter. Naturally, it has to be something that can be explained in a sentence. This is a very effective tactic. Throwing in that “last second” bonus sometimes really pushes the prospect over to a buyer, especially if the bonus is something with a lot of perceived value.

The PS should almost be like a second call to action. Because of this, you want to put the sales link immediately after the last PS, however many you use. We’ll talk about the placement of sales links in a later chapter on advanced tips.

Okay, we’ve covered the basics. You **MUST** get this much down before going any further. In the following chapters, I’m going to discuss a number of advanced topics, tips and tactics. Putting all of this together should result in sales copy that converts with the best copywriters out there.

Keywords To Use And Lose

This is one of the things that I learned from my study of copywriting that I have to honestly admit surprised me. I had no idea that there were some words that, if you used them in your sales copy, you pretty much assured yourself of a sales page that was going to die a very horrible death. When I studied the psychology of why this is true, it fascinated me. I also began to understand why the sales pages that I dissected all followed these rules to the letter...at least the ones that converted well. In this chapter, I'm going to share with you what keywords to chuck in the trash and what you should replace them with. This alone will greatly increase the effectiveness of your sales copy.

Buy – This is one of the dirtiest words in all of marketing and sales. The reason is simple. When you tell somebody that they can buy your product at the link below or something similar, they immediately have the flash of dollar signs in their eyeballs. These are flashes of those dollar signs leaving their wallet or pocketbook. In other words, you're reminding them that they are spending money. People don't like to spend money. It's an unpleasant activity.

So, how do you get around this? Remember, you want a strong call to action. You need to tell the prospect exactly what you want him or her to do. If you can't say something like, "Buy your copy today at the link below" then what do you say?

The answer is simple. You replace the word buy with words like, claim or download. These words take away the vision of spending money. For example, saying something like, "Download your copy at the link below" makes the customer think that they are getting immediate access without having to spend anything, even though earlier in your copy you told them the price of the product. It's a psychological thing...but it works.

In simple English:

Buy – replace with – **Claim, Download, Get**

Moving onward...

Learn – Oh brother! People do NOT want to learn things. Learning is hard. Learning brings back images of these people in school trying to learn their math or grammar rules. Learning is not something people want to do. So if you have sales copy that says something like, "Learn how to market like the pros" this is going to turn people off. So how do we get across to them that they're going to learn this great information if we can't use the word learn?

The answer again is very simple. We replace the word learn with the word discover. When we say something like, “Discover the secrets of the pros” we make it sound like they can just open a magic box and the information is going to pop into their heads. It takes away the fear of having to learn something difficult. Trust me, it works.

In simple English:

Learn – replace with – **Discover**

Continuing...

Tell – This is another bad word to use. Why is tell bad? Think about when you were a kid and your mother said things to you like, “I’m telling you for your own good.” People do not like to be told things. It’s like they’re either being scolded or lectured to. So you don’t want to say things in your sales copy like, “In this book I’ll tell you how to use Adwords effectively.” They don’t want to be told. So what do you do when you want to tell somebody something but can’t use the word?

The simple solution is to use the word reveal. This is very similar to the word discover. By revealing, it’s like we’re pulling the curtains open on some deep dark secret. It makes it more appealing to the prospect. People love to have things revealed, especially since we live in such a voyeuristic society. If you think I’m kidding, just open up the National Enquirer and look at all the photos of Hollywood stars sunbathing in their backyards caught by some kid with a cheap Kodak. So you want to say something like, “In this book I reveal how I made \$10,000 my first month online.” Now THAT is can’t wait reading.

In simple English:

Tell – replace with – **Reveal**

Onward we go...

Things – Sometimes we just get stuck for a word and when we don’t know what to call something we do just that...we call it things. This is not going to cut it. There are actually words we can use in place of things. What are they?

Three of the best words are tips, tricks and techniques. People love tips. A tip tells them (oops) reveals to them, something that they are going to be able to use that will help them. A trick suggests that they’ll be able to use something that is maybe a bit sneaky. A technique makes them think that it’s something that is going to bring about instant results just by using it. These are three of

the most powerful words in copywriting. So you might want to say something like, “Discover 10 techniques for driving massive traffic to your site.” As you can see, we combined discover with techniques in one statement. We didn’t use the word learn. Don’t EVER use the word learn! The above line is a perfect example of a solid copywriting line.

In simple English:

Things – replace with – **Tips, Tricks, Techniques**

And finally we have...

Stuff – This was always a funny word for me. Ever see George Carlin’s comic routine on how people accumulate stuff? They have to get a bigger apartment or home so that they can get...more stuff. It’s a laugh riot. Well, there is nothing funny about stuff in copywriting. Well, actually it is very funny, which is why people won’t take it seriously. So you never want to say something in your copy like, “You’ll learn this great stuff on how to run your business.” We actually have two no-no’s in the above statement, learn and stuff. Instead you want to use the phrase “insider secrets.” Okay, this is making the prospect think that they are going to discover something that nobody else is going to know except the top marketers online. So you would replace the above statement with something like this...

“You’ll discover powerful insider secrets on how to turn your new business into a 6 figure yearly income.”

That works...and very well too.

In simple English:

Stuff – replace with – **Insider Secrets**

In our next chapter, we’re going to move into power words. This may be one of the most important parts of your copywriting discovery.

Power Words

This is something that you really have to search for and get from simply reading other sales copy. I've yet to find a book that gives you a complete list of power words.

Okay what are power words?

Power words are words that invoke strong emotions out of your prospect. Again, there is a lot of psychology that goes into why these words are so powerful and why they work so well. I'm not going to bore you to tears with the psychology part. I'm just going to give you a list of words to use in your copy and why they work.

You – The reason this word is so powerful and works so well is because you are addressing the person reading your sales copy directly. You are making it personal for the prospect. So you wouldn't say something like, "Marketers want to make a substantial income from home. I reveal how to do it." Instead you would say something like, "You want to make a 6 figure income from home. My powerful tell all book reveals exactly how." The more personal you make your message, the better your chance of reaching the prospect.

Save – People love to save money. Anytime they can do that, they're happy. Saving time is another big advantage. So you would say things in your sales copy like, "My system will save you time and money." This triggers a button in their head that tells them that if they don't do this they're going to miss out and lose money and time. This isn't a pleasant thought, so they are more likely to make a purchase.

Results – Isn't this the bottom line for most of us? We want results. We don't want to waste our hard earned money on yet another product that isn't going to get us results. An example of using this power word would be the following:

"Our XYZ product is proven to get results in 3 days or your money back."

Now, we've actually included a few power words in this statement but we'll get to the other ones shortly. Can you guess what they are? If so, you are ahead of the game and you're getting this. Good for you!

Health – This is a big one, and not just for people who are selling health products. The whole world is concerned about their health and well being. If your product can, in some way, make them healthier, they want to know about it. You might use this power word in the following manner.

"Enjoy renewed health and vitality with our XYZ super drink."

Love – This power word doesn't just apply to the kind of love between man and woman or whatever. Haven't you, many times in your life, said something like, "I'd love to be able to live in a mansion"? It's a common thing that we say all the time. So in your sales copy, you'd say something like, "If you'd love the idea of being able to control somebody else's mind, our telekinesis course will make you a master of mind control." Okay, it's a little corny, but you get the idea. People LOVE to do things. It's a powerful word. Use it!

Proven – We live in a skeptical society. People don't take things at face value anymore. So you have to prove things to them. The word proven is very powerful because it reinforces the idea in the prospect's mind that what you are going to reveal to them does in fact work. You might use this word in a sentence like, "These proven methods on lead generation have netted top marketers over \$6,000,000 annually." This suggests to the prospect that if they don't get these methods right away, they're going to miss out. Why? They're proven!

Money – This is as big as it gets. People want more money. Why do they want more money? Money allows them to do and get the things in life that are most important to them. Without money, let's face it, we are limited to what we can do. You might use money in a sentence like, "Save money by using our simple formula for grocery shopping the smart way." Here we have actually combined two power words, save and money.

New – It's sad to say, but people are always after the newest thing. It may not be any better than what they had before, but if it's new, they want it. New is one of the most powerful words you can use. A statement like, "Our new bleach cleans your whites better than ever." Simple, direct and to the point. Who's not going to buy their new bleach if it's going to clean their whites that well? If your product is new let people know it.

Easy – Oh how we love things that are easy. Nobody wants to work hard. Heck, I don't want to work hard. I do because I know I have to, but prospects don't want to work hard. So you have to tell them, if it applies, that your widget is easy to use or is going to make their life easy. An example would be something like, "Our easy to use system will have you in profit in 3 days or your money back." Who's going to be able to resist something like that?

Guaranteed – This is another big one. Not only do people want proof but they also want a guarantee. They need to know that this widget of yours is going to do the trick, guaranteed. This takes the risk out of the purchase. Sometimes just doing that makes all the difference between a sale and no sale. You might say something like, "Our XYZ widget is guaranteed to remove your <insert problem> in 3 days or your money back." Take away the fear of risk and the sale is more assured.

Powerful – People want to think that something really packs a wallop. The word powerful does just that. It instills in their minds that if they do or use whatever it is you're hawking, they're going to have an advantage. For example, you might want to use something like, "Our powerful methods of lead generation will build you a list of 10,000 strong in less than 30 days." Now, if you can deliver on that kind of promise, great. The point is, by using the word powerful in the above statement, you reinforce in the prospect's mind that these methods are so good that they'd be nuts to not use them.

If – Then – This might seem like an odd one to you, but trust me, if you can incorporate this 2-word combo into your sales copy, you can come up with something that may very well skyrocket your sales. But why does this work?

What the if-then model does is it takes all the "yeah, sure" out of the prospects mind. In other words, it puts a little bit of the responsibility on them. Yeah, I know the \$15,000 a pop copywriter will tell you never to do this. But if done correctly, it can work. For example, take this headline...

"If you have just 20 minutes a day...I can give you a thinner you."

This headline was plastered next to a photo of Richard Simmons. Think it didn't work? It worked like gangbusters.

If you can incorporate the if-then structure into your sales copy, especially into your headline, use it.

Exciting – People like things that are exciting. That's why we use the word exciting. It gets the reader pumped up. We want the reader pumped up because the more excited they are, the more likely they are to buy. So you might want to use something like, "This new and exciting method of divination will fascinate your friends." I plan to use something like this when I release my new form of divination on the Internet. Look out for it if you're into that stuff. If not, just ignore what I said. No, not about using exciting...that you can remember.

Exclusive – People like to feel that they're part of a small group, that they're special. So, if you can include the word exclusive in your sales copy, this will make them feel special. An example would be something like, "Our exclusive membership will give you access to all the materials you'll need to generate a 6 figure income online." This makes it sound like you're going to be one of very few people who will have access to this membership. Again, make the prospect feel special.

First – This power word follows the same principal as exclusive. This makes the prospect feel special, to know that they are going to be the first to have access to whatever it is you're selling. You might want to use this word in a sentence like, "Be the first to experience the power of mind control and get anybody to bend to your will." Nobody wants to be the last to get in on something. We all want to be the first. Don't ever forget that.

Free – Man is this one powerful word. Nobody in their right mind would pass up the chance to get something for free, especially if it's going to help them with a problem. In copywriting, this word is usually used to offer the prospect something free if they purchase the product, such as a free sample to try or a month free membership. I don't think I need to give examples here. Take a look at the product you're selling and see how you can incorporate some free offer into it. This alone will increase sales significantly.

Improved – This word isn't quite as good as new, but when something is improved, prospects are going to want to know about it. Take a look at the TV commercials for bathroom products. Everything is new and improved. People like things that are improved. It means that they're better than what they had before and better is always, well, better. An example statement would be something like, "XYZ bathroom scrub is improved to clean your bathroom with half the effort of the old formula." If you can find a way to incorporate improved into your sales copy, do it.

Limited Offer – This is another very powerful 2-word combo in copywriting. When somebody reads that something is a limited offer, the fear of loss comes into play. Nobody wants to be left out in the cold. If they think that they can only get something for a certain length of time or until a certain number of units are sold, they're going to be more likely to take advantage of that offer. That's why you see statements like, "This is a limited offer to the next 100 orders" or something like that. When used properly, meaning honestly, it can be very compelling.

Unique – This word tells the prospect that your product or service is something different, not like everything else. Now, unique isn't always a great thing. So you have to use this word and also explain what makes the item unique and then explain the benefits related to its uniqueness. This is a word that I don't use very often unless it really applies. I mean how many really unique things are there in the world? But if it applies to your product or service, then by all means use it.

There are others, but some of them I think are a little over the top or a bit corny, so I will leave them out of this chapter. Just make sure you use as many of these power words as you can when and where they apply.

Your Writing Style

The first thing I tell everybody who I mentor, whether it be for writing articles, sales copy, email ad copy or whatever, it to be yourself. Don't try to write like Michel Fortin or one of the other big names, especially if you've only been doing this for a short period of time.

However, while you need to be yourself, there are some things that I strongly suggest that you incorporate into your writing style.

The last thing that a reader of your sales page wants to do is go to sleep in the middle of reading it. Trust me, I have read many a sales page that has bored me to tears. You need to keep your reader engaged and entertained.

One of the easiest ways to do this is to tell stories and write in a conversational style. In other words, write your sales letter as if you were speaking to your prospect face to face. If you were trying to sell your best friend on one of your ideas, what would you say to his face? That's the way you should speak to people online through your sales copy.

Another thing you have to keep in mind is who your audience is. If you're promoting a product to the teen set, you'll need to learn how to communicate in a way that they will relate to. On the other hand, if you're writing ad copy for people who are looking for an arthritis cure, these are usually older people and you're not going to speak to them like you were a rapper.

Is this going to take some research on your part? Yes, a lot of it. But if you don't do it and you don't craft your sales message to fit the target group who is going to receive it, you're not going to reach them properly and the end result is no sales.

This is one of the reasons why many copywriters specialize in certain niches. Maybe they realize that they're not going to be able to write in a style that is going to appeal to kids or maybe they know that they're too young to relate to the issues of older people. You will find very few copywriters who will write sales copy for anything and everything. For example, I'll never try to write sales copy appealing to a target market my daughter's age. I'd sound like a complete idiot and they'd never respond to my tone.

By keeping your writing style natural and conversational, with the addition of the tips in this book, you should have no trouble writing sales copy that sells.

Strategic Sales Copy

This chapter is going to be about what I call Strategic Sales Copy. This has to do with the layout of your sales copy, what to put where, how many times to use something, etc. Let me preface this by saying that this is probably the most complex part of writing sales copy because there are so many possibilities. Because of this fact, you **MUST** test **EVERYTHING** you do. What works in one sales letter may **NOT** work in another because of your target audience. Also, not everybody reacts the same way to sales copy strategies.

For example, link placement, which I am going to go over in detail in this chapter, can really convert well for some people, if you use many sales links in your letter, and turn others off who think that you're just trying to be a pushy salesperson. You won't please everybody. Remember that!

Okay, so what do I mean by strategic sales copy?

Let's look at what it means to have a strategy and then maybe you'll understand the concept a lot better.

Let's take, for example, a baseball team and the manager. Each manager has a different way of trying to go about winning the ball game depending on the players he has available to him. A manager who has a real speedster at the top of the lineup is more likely to steal and play hit and run more often than a manager who has mostly slow players but lots of big bats. That manager will most likely play for the big inning. A manager with a good pitching staff will concentrate more on defense late in the ball game than a manager who knows that he's got to score many runs to win because his pitching staff is sub par.

I could keep going but I think you got the point. Even though we are playing the same game, each manager is going to run his team differently, depending on the abilities of the players he has.

When writing sales copy, you're going to write it based on what your target market is, what they usually respond to best and what your particular abilities are as a copywriter. Yes, there are certain basics and rules, but once you understand them; you can break them if you know what you're doing and have a strategy for doing so.

Let's look at your writing ability.

If you find that you're really good at writing sales copy telling stories, then by all means capitalize on that. Engage your reader with your storytelling ability. If however, you feel that telling stories is not your strong point but you're

good at pointing out the benefits of a product, then focus on that. Make bullet points a main focus of your sales copy. Everybody is going to have a natural flair or feeling for certain aspects of sales copy. You want to accentuate what you're really good at and downplay what you're really bad at. The truth is, if you're a lousy story teller and you base your whole ad copy on telling a story, you're going to lose your audience in the first paragraph.

Okay, what about the layout of the sales copy itself or more specifically, the order in which things come? Well, some things are basic and you're not going to want to mess with them simply because they work. For example, almost all sales copy starts with a headline and maybe even a pre-header. But after that, just about anything goes.

For example, you might want to follow your headline with a powerful testimonial from one of your customers. As a matter of fact, one piece of ad copy I read was one long testimonial. It was written from the point of view of one of the users of the product. Spliced into it were bullet points and benefits that the copywriter himself put in. This was a very effective piece of sales copy, but it won't work for every case.

The main thing that you have to keep in mind is the various pieces of your sales copy. Between your headline and your signature and PS, there are basically the following items:

- Bullet Points
- Story
- Testimonials
- Proof & Credibility
- Guarantee
- Price
- Bonuses
- Call To Action

These items can be arranged in almost any order. Yes, you want your call to action to be pretty close to the end of your sales copy, but even at that, you can certainly include more testimonials after your call to action to push those over the edge who might not be sure that they're ready to purchase yet. You could show more proof, reinforce the price or do just about anything after you're asked them for their money. The PS is a great way to throw in the last minute monkey wrench, such as announcing one last bonus that you'll give away if they order today.

Please take a look at my [Honest Income Program](#) sales copy and see how I mixed things up. This keeps your reader interested because they're not seeing the same thing all the time. Also study other sales copy as well and

write down the mix. Make a chart of how they design their sales copy. You'll see that there are many ways to skin a cat.

The point I am trying to get across here, and I hope it is not being lost, is that you shouldn't do this haphazardly. You want to plan out your sales copy every step of the way. In other words, that same outline that you end up getting from looking at somebody else's sales copy, you want to create that outline BEFORE you even write your sales copy. You need to know EXACTLY what you are going to put where BEFORE you do it. After that, it's just a matter of filling in the blanks. Yes, as creative as sales copywriting can be, it is also a science that can and SHOULD be planned out TO THE LETTER.

I said earlier that I was going to touch on sales links in detail, so let me do that now.

I am a proponent of NOT throwing a ton of sales links at my prospect. I present them with my sales copy and then after the call to action I present them with my sales link. I may include one more after the PS, but that's it. Now, you will see some sales copy that has sales links for just about every page of sales copy. Many people place a link after the first product description, or where you usually see the ebook cover for the first time. There is nothing wrong with this. Like I said, everybody will react differently to it. Just make sure that you decide what you're going to do before you do it. Also, test your results with many sales links and only one or two and see which converts better for your niche.

Strategic Sales Copy is like fighting a war. You have all your weapons at your disposal. The key is what to fire and when. There is no be all and end all to that problem. Again, you need to study sales copy, preferably for the niche you're going to write for, and see how people put their copy together, structure wise. You'll find that no two people do things the same. So you have two choices.

The first is to take one of the structures and copy it, simply putting in your own words, bullet points, descriptions, testimonials, etc.

The second choice is to come up with something on your own. Personally, I don't like to reinvent the wheel. Why should I? Go to the Clickbank marketplace, take a look at what the top sales page is for the niche you're writing for and understand what makes it work. Again, this isn't rocket science. Years of study have gone into copywriting and all those who have come before us know what sells.

Use it!

Overcoming The 5 Main Objections

There are 5 reasons why people won't buy your product.

- I don't have enough time
- I don't have enough money
- It can't work for me
- I don't believe you
- I don't need it

What you, as a copywriter, have to do is overcome these objections. While I would like to say that there is one way to do this that will work in all cases, I can't. Each product is different and each market is different. So what I am about to give you are some general guidelines to follow. These are not written in stone.

I don't have enough time

Let's be honest, time is something that is hard to come by today. Many jobs require people to work long hours. Housework takes forever. We have a number of other activities that take up our time such as entertainment. The last thing we want to do is spend countless hours, days, weeks or even months using your solution to our problem.

So what you must do in your sales copy is tell people how little time it will take to use your product. Tell them how much time it will save them in the long run if they do use it and how much time they will lose if they don't. This will overcome the objection of not enough time, in most cases.

I don't have enough money

This is another big problem today. The cost of living in many places is through the roof. Gasoline is a fortune just about everywhere. Nobody has enough money unless they're filthy rich. So you have to overcome the objection of not having enough money. This is more than just telling them the price of your product. You also have to let them know that there are no additional costs, but more importantly, you have to tell them what it will cost them, in dollars and cents, if they DON'T use your product. Once they see what they have to lose, they will not be able to use the objection of not having enough money.

It can't work for me

Let's be honest...whenever we see something that promises to do something great for us, we say to ourselves, "It won't work for me." We are so skeptical

that we can't possibly imagine this thing, whatever it is, working for us. This is where testimonials from real people, and ordinary people, go a long way. If the prospect sees that regular folks just like him have used the product with success, it will all but eliminate the fear that this product won't work for them. Also, you have to tell them that it will work and that you are so sure, you guarantee it. That's where the guarantee comes in. It takes away the fear.

This isn't by any means a sure thing. There will always be people who are still going to feel that it won't work. But by using testimonials and guarantees, you stand an excellent chance of converting many prospects to buyers.

I don't believe you

This is a hard one to overcome, because quite honestly, why should they believe you? That's why you have to show proof, especially income proof, if it's for a make money online product, and also show testimonials so they can see that other people have had success with your product. They won't believe you, but they will believe others.

I don't need it

Actually, this one always boggled my mind. If the person doesn't need the product you're selling, why is he looking at your sales page? Obviously, he has a problem that he wants solved. So if he doesn't need it, why be there? However, you will get these.

The way to overcome the "I don't need it" objection is to simply tell them why they do need it. Reiterate what it is that they're having a problem with and how your product will solve that problem and how much better their life will be if they get your product.

If you can overcome these 5 objections, you will find that your conversions will increase considerably.

If you can't, then you really need to sit back and evaluate the product that you're writing sales copy for. Maybe the product just isn't that good. Maybe it doesn't solve a real problem. Maybe it's too expensive for the problem it does solve. I mean, if you're selling a fuel alternative so that people don't have to pay the high price of gas but the alternative costs 4 times as much, what good is it?

This is why I will only write sales copy for products that I know I can overcome those 5 objections with.

It makes the job a whole lot easier.

Sales Copy Length

This is a question that always comes up, so I thought I would answer it honestly.

“How long should my sales copy be?”

Okay, here’s the smart answer...just long enough.

There is no, nor will there ever be a standard sales copy length.

However, having said that and this applies only if you write excellent sales copy, which has nothing to do with length, the longer sales copy will generally pull better than shorter sales copy.

But why is this?

I haven’t really seen this explained in detail. Mostly what I get is something like, “Studies have been done.” Well, I’m sure studies have been done, but that doesn’t tell me a whole lot.

So let me speak to you from my own experience, not as a copywriter, but as a buyer. Yes, believe it or not, I buy things. My hard drive is littered with the stuff that I’ve bought.

But why do I buy things? Well, remember what I said about the reasons why people buy things? There is another reason that people buy a particular thing from one person and not from somebody else. It’s the sales copy and how it compels them.

See, many buyers have pretty much already made up their mind that they’re going to buy something. The fact that they’re going to the sales page at all means that they have a need inside that is dying to be filled.

But then there are those purchases that you’re kind of on the fence about. Maybe you’re not sure you really need it or want it. Maybe the price is more than you feel you can afford. There are a ton of maybes and I’m not going to get into all of them. But in almost all those cases, for the people who DO end up buying, it is the sales copy that made the difference.

However, in order to make that difference, you have to compel the person to buy. You have to push them over the edge. You can’t do that in a few paragraphs because there isn’t enough information to remove that last bit of doubt. They’re sitting on that fence and they need to be pushed off that fence.

If your sales copy can do that, and in most cases it will take some doing, you've converted a fence sitter into a buyer. The sales copy that will do this, more often than not, is the longer sales copy. Not so much just because of the length, but because of all that goes into it such as testimonials, features and benefits, proof and so on. In order to give prospects enough information to make a decision, by the nature of what you're doing, the sales copy MUST be long.

Still, there is a relationship between long copy and very long copy that goes directly to, as much as I hate to admit this, the cost of the item.

If you're trying to sell an item that goes for \$97, your sales copy doesn't have to be nearly as long as the sales copy you'd have to write for an item that you plan to sell for \$997. Let's face it, for some people \$997 is a boat load of money. So your copy has to be more compelling in order to convince that prospect to pull out his wallet.

Think about the offline world. Think about all the time that a salesperson spends with you trying to sell you a \$20,000 automobile. It's a heck of a lot more time than somebody would spend to try to sell you a \$200 DVD player. Well, the same thing is true in copywriting. Your "time" translates to the length of your copy.

Even though I consider myself a to the point person, my sales copy tends to be fairly long, especially for a relatively inexpensive product like my Honest Income Program, which only goes for \$47. If you take a look, the sales copy is 66 pages long. I've seen sales copy for \$197 products that isn't that long. My conversion on this product is very good. I don't make a lot of sales because I don't really actively promote it very much and don't have an army of affiliates working for me, but I've sold a few thousand units. I'm certainly not complaining.

Point is, when you're writing sales copy, think about what you need to say and do in order to get the person on the other end to pull out his wallet and then do it. However long it takes, that's the ideal sales copy length. There are no hard and fast rules.

The Sound Of Your Sales Copy

You're probably saying to yourself, "What does it matter what my sales copy sounds like? It's not like anybody is going to actually read it out loud, right?" Well, not exactly. However, unless you really know what your sales copy sounds like, you have no way of knowing how that sales copy is going to sound inside the head of the person who's reading it.

Now, I know what you're thinking. "You mean I have to read that 60 page sales copy out loud to myself to know how it sounds? I'll lose my voice before I'm done."

Well, that's where a neat little tool comes in and does the trick. And the best part about it, it's free. That's right...it won't cost you a DIME to use this thing. It's called Read Please and it works very well.

Here's the site where you can get your free download.

www.readplease.com

You do have to install it on your PC, so if you have any reservations about installing software you know nothing about, I suggest contacting the site first if you have any qualms. I am in no way affiliated with them and don't get anything out of mentioning their name. I'm just passing along a great tool.

Basically what you do is very simple. You copy and paste your sales copy into the program and it comes with a variety of voices that you can choose from that will actually read the copy back to you. This way you can "hear" the way the copy sounds and instantly know if something doesn't sound right. And trust me, you WILL know. Some of my "glaring" mistakes almost made me cringe. I can't say enough about this tool.

Make sure you listen to the copy in sections first and then all together. You don't want to try to absorb everything all at once. By breaking it up into sections, it's easier to find the parts that need to be worked on. After you've edited each section, then go back and listen to the whole thing to make sure that the copy flows smoothly.

After using this tool for a while, you will wonder how you ever got by without it.

76 Opening Lines

Sometimes the hardest part of copywriting is coming up with an opening line after your headline, or even the headline itself. Well, here's a list of 76 proven opening lines that should give you plenty of ideas for your sales copy and where to begin.

Who

1. Who do you know that...
2. Who do people...
3. Who is...
4. Who does...

What

5. What if...
6. What is...
7. What do...
8. What a [insert compliment here] ...

Where

9. Where do...
10. Where in...
11. Where is...

How

12. How...
13. How many...
14. How often...
15. How do...

When

16. When is/are...
17. When do...
18. When I...

Why

- 19. Why is...
- 20. Why do...

All About You

Do you

- 21. Do you think...
- 22. Do you wish...
- 23. Do you realize that...
- 24. Do you know that...
- 25. Do you recognize the...

Don't you

- 26. Don't you have...
- 27. Don't you just love the way...
- 28. Don't you just hate the way...

You don't

- 29. You don't have to be a...
- 30. You don't need a...

Thank You

- 31. thank you for contacting us regarding...
- 32. thank you for speaking with me regarding...

If you

- 33. If you ... then...
- 34. If you could...
- 35. If you act quickly...
- 36. If you like...
- 37. If you want/need...

Are you

- 38. Are you available on/for...
- 39. Are you interested in...
- 40. Are you a member of...

You may

- 41. You may be aware...
- 42. You have...

All About Me

- 43. I like the way...
- 44. I was impressed by...
- 45. I have always...
- 46. I found...
- 47. I found what you said about blank...
- 48. I recently noticed that...
- 49. One of the things I have noticed...

I'd like to

- 50. I'd like to speak with you about...
- 51. I'd like to meet with you...
- 52. I'd like to show you...
- 53. I'd like to find a way...
- 54. I'd like to introduce...

All About The Company

- 55. [Company Name] has a solution for...
- 56. [Company Name] now offers...
- 57. [Company Name] program/offering/products/services/etc will/enable/offer/provide...

Timely

- 58. Recent events...
- 59. Recent developments...
- 60. Recent changes...
- 61. Recent improvements...
- 62. Recent news...
- 63. A recent survey...
- 64. For a limited time...
- 65. In the next few...
- 66. These days...
- 67. Now there is...

Miscellaneous

- 68. People who...
- 69. There is...
- 70. Here is...
- 71. The secret of...
- 72. Everyone is...
- 73. Have you ever...
- 74. Just imagine...
- 75. Companies like yours...
- 76. It is now easier than ever before to...

If these don't give you enough great ideas for starting your sales copy then you need to check your pulse to see if you're still breathing.

As a matter of fact, look at just about any killer sales copy on the Internet and you will see the above 76 opening lines all over the place. There's a reason for it.

They work!

Photos

This is a short chapter but a very important one.

If you look at my Honest Income Program sales page, you will notice right after the headline a photo of my wife, my daughter and me.

What does this tell you?

It tells you a couple of things. For starters, it tells you that this is one happy family. I mean look at the smiles on our faces.

But it also tells you something else...something much more important.

It tells you that I am a real person. In an age where most people are skeptical about anything to do with the Internet – marketers hiding behind strange email addresses – a photo reassures them that the person they are dealing with is indeed a real person and not some unknown entity.

Action photos work the best. Imagine you're promoting a karate book and you have a photo on the page of a person karate chopping a two by four in half.

These kind of photos are extremely effective and should be used at every opportunity.

When choosing a photo, look at it and ask yourself the question..."Does this photo add anything to my sales copy?" If not...don't use it.

It's THAT simple.

As for captions under your photo, these are also very important.

Under that photo of the man chopping a two by four in half, you might have a caption such as..."Bruce Lee demonstrates the power of the Bruce Lee method by chopping a two by four in half with his bare hands."

Photos can greatly increase the chances of your sales copy converting.

Punctuation

I have saved this chapter for now because punctuation is probably one of the most confusing parts of writing sales copy and without a doubt, the hardest to explain. The reason is because of all the rules we were taught in school. So let me get one thing out of the way before I go one step farther...

Throw out the rules! They don't apply to writing sales copy.

Yes, I know...it's hard to forget everything that was drilled into you during all those years in school. But trust me, the sooner you get all that instruction out of your head the sooner you'll discover that you're writing sales copy that actually captures the prospect's attention and keeps it...all the way to the end of the sales copy.

To that end, I am going to show you some basic techniques for writing sales copy using punctuation that will get the job done. I will take each form of punctuation one at a time and explain how to use it or not use it.

Commas

Commas tell your prospect to pause, to take a breath, to gather himself. Get the picture. However, we don't want the prospect to do this. We don't want him to pause...at least not with such a big pause.

What I am basically saying is NOT to use commas. I know this is going to get your grammar teacher in a tizzy, but trust me...throw your commas in the trash. I will show you later on in this chapter what to replace your commas with...and they're very effective.

Periods

Periods are even worse than commas. They not only tell your prospect to pause, they tell them to come to a complete halt. That's the last thing you want. Now, you can't write without periods. However, you will notice in the sales copy that is about to follow that I do NOT use periods in any of my headers or subheads. You don't want prospects to stop at these points. You want them to keep on going. Only use periods in the body of your copy to finish sentences, but nowhere else.

Question Marks

These are very important. What's even more important is why you use them. Asking questions in sales copy is a great way to get your prospect engaged in the copy.

Think about it. If you ask your prospect a question what are the chances that he is going to ignore that question? For example, if you were to ask the question, "If I could show you how to make \$30,000 a month on autopilot...would that be worth 5 minutes of your time?" don't you think your prospect is going to want to keep reading? Of course he's going to at the very least answer the question in his own mind.

Exclamation Points

Many copywriters overdo these. Believe it or not, you don't need to have a statement with three exclamation points at the end of it and you don't need to have many statements in your copy with exclamation points at all.

The key is to use them and make them count. If you have three subheads in your sales copy with exclamation points, prospects will notice them. But if you litter your copy with them, they lose their effectiveness.

It's kind of like being in a room of models. After a while, they all kind of look the same. But if you walk into a room with a bunch of ordinary people and there is ONE model in the room...guess what? She stands out.

Exclamation points...use them sparingly.

Ellipses

Okay, remember when I said (not too long ago) not to use commas? Well ellipses are one great substitution for commas. They connect sentences or partial sentences and make it so that you can throw your commas in the trash.

For example:

I was out of work, out of luck, and out of money.

Could be replaced with...

I was out of work...out of luck...and out of money.

If you find that you're writing a sentence that requires a pause...use ellipses instead of commas. Ellipses are also used to connect two items in a list like...

- 95% of Internet marketers fail with their online business and...

- Of the 5% who succeed...only 20% of them are earning enough to consider it a full time income.

They work great! (use of exclamation point that hopefully drives the point home)

EM Dashes

If you're not sure what they are – the thing just before this section and after – that's what they are.

I also use these in place of commas and also when I want to draw a reader's attention to something. EM dashes are a great way to do that.

If you take a look at my sales copy from my Honest Income Program, you will find these all over the place.

They're very effective when used properly.

Personally, I mix these up with ellipses so that my copy doesn't get too "predictable." There is an art to making your copy "look" good. This is something that is hard to teach, but as you do it more...you'll get a feel for it.

Again, check out my Honest Income Program copy and make notes of where I used ellipses and where I used EM dashes. You will begin to notice a pattern.

Colon

Use a colon when you also want to attract attention to something.

For example:

See how I used a colon there? I want the reader to notice what is about to follow because I feel it is important.

Never use two colons in the same sentence. So if you want to draw attention to two items – use a colon and an EM dash.

Here is an example.

Point # 1 – Never use two colons in the same sentence: Instead use a colon and an EM dash. The order doesn't matter.

I rarely will use a colon in a sentence that is even long enough to use two colons. If I have a sentence that long...I use EM dashes throughout or ellipses if I am combining a number of items.

Semicolon

I'll keep this simple. Don't use them. A semicolon is a punctuation that doesn't know whether it wants to be a colon or a comma. We're talking absolute no man's land here. I have never used a semicolon in my sales copy. If you think you need to use one...think again.

Quotation Marks

This may seem obvious, but trust me...some people do use these when they shouldn't.

Quotation marks should only be used when you are quoting something.

For example:

John Doe said, "My name is John Doe and I'm a U.S. Senator."

If you have a quote that is more than one sentence, only open the quote at the beginning of the first sentence and close it at the end of the last sentence.

For example:

Here is a testimony from John Doe:

"The Honest Income Program will give you a real income by using proven methods...

I have been using it for about 3 months and I am already earning about \$1,000 a month.

I strongly recommend it to anybody who wants to make some easy money online."

Notice where the beginning and ending quotes are.

Now, many people use quotes to emphasize things like "this" to get a point across. This is amateurish. I will show you a better way to do this soon.

Bold...Italic...Underline

Okay...here is the better way. See, I didn't keep you waiting long.

If you want to emphasize certain words or sentences in your sales copy...use **bold**, *italic*, or underline. You can even combine these for real emphasis.

Take a look at some examples from my Honest Income Program sales copy.

Bold

The 4 things you must **NEVER** do when writing an article...

Italic

The 8 secrets that you **MUST** know to turn your Ebay business into a *steady flow of cash*...

Underline

How **one simple and powerful change** can turn traffic exchanges into an advertising gold mine...

And if you look through the rest of the copy...you'll notice many combinations of these three. I mix things up to keep the reader's attention. I don't want to become predictable and boring.

In the next chapter...pay special attention to how I use punctuation in the real time sales copy that we're about to write.

When used correctly...punctuation can make a **huge** difference in your sales copy.

A Real-Time Example

Well, in keeping with the tradition that I started with my article writing PDF, you are now going to see a unique thing being done in a copywriting book. I am going to, right before your eyes, construct sales copy. It's going to be for a fictional product. Don't worry, I will provide you with the information for this fictional product. I then want you to try to come up with your own sales copy based on the information that I give you. I will then write my own version of the sales copy right before your eyes in this PDF. There is no better way to learn sales copy than by actually doing it.

Ready?

Then let's go!

The Product

To figure out what product to write a sales page for, what I did was go to Google and look up what our biggest problems are, at least according to the people out there who give us this information. I wanted to write sales copy for something that not only had a need for a solution but where a solution also exists, at least in theory anyway. Remember, this isn't a real product so I had to take some liberties here...otherwise we'd never get this done.

I decided to write sales copy for a product that cures male impotence. Now, I did some research on this and there are natural products available that do claim to fix this problem. Since this is not something that I personally suffer from, I can't test it myself, but at least we know that the problem exists and supposedly, a cure exists as well that does not involve taking drugs. That will be our USP, or Unique Selling Proposition. People are very afraid of drugs these days, especially with all the lawsuits against pharmaceuticals. Remember Vioxx? I certainly do.

Okay, so we have our product. It is going to be a natural way to cure male impotence.

The Steps

Okay, now what we have to do is go back to the beginning of this book and go through the steps of creating sales copy, which includes actually reading the product and making notes on it.

Now, I realize that we don't have a real product here, so what I am going to do is pretend I have read the PDF and summarize the bullet points for you. It's a very straight forward product so the PDF is not that long.

This is what it covers.

1. What male impotence is
2. What causes male impotence
3. What the symptoms of male impotence are
4. How to test for male impotence
5. Risk factors of male impotence
6. An alternative treatment that works

That last one is the key. The rest of the information, quite honestly, is background information and only added to pad the book. Truth is, a person suffering from male impotence is interested in only one thing, how to cure it. The problem is, if that's all a product creator put in his book, it would be about 5 pages long and people would be screaming for their money back, even if it did work. Sad to say, but it's true. That's why you read so many books with so much fluff in it. Authors feel they need to pad it to make sales and keep refunds down. I hope you will notice that this book has almost no fluff in it. At least I hope not.

Okay, from the above information, we can start constructing our sales copy.

Read The Product

I will do this for you, hypothetically, and then provide you with the information that you will need to construct your sales copy.

Here is what you need to know about the actual cure for male impotence coming from the book.

1. It is completely natural.
2. It will bring about results in as little as 7 days.
3. Maintenance of male potency only requires 1 treatment a month.
4. There are absolutely no harmful side effects associated with the treatment.

In the product, the author tells about his own story of how he suffered from male impotence. Naturally, telling this whole story is beyond the scope of this tutorial, but I will provide you with a basic outline here. You will incorporate this story, right out of the book, into your sales copy.

The Story

I was 45 years old and married to my wife of 23 years when I suddenly found one day that I couldn't perform. I was absolutely devastated. I immediately went to the doctor to find out what was wrong. The doctor told me he couldn't find anything and that it was probably just stress...Please! I'd never been stressed a day in my life. I have everything a guy my age could want to have. Then I did a little research since it was obvious that he wasn't going to be of any help. My research pointed to certain physical problems that I might be having due to deficiencies in my diet. So I did some more research. That's when I stumbled onto this miraculous cure that I am going to share with you in my book...and so on.

I think you get the basic gist of his story. He couldn't perform, went to the doctor, doctor couldn't help him, so he researched and found this cure. He goes on to say that in 7 days his impotence was cured.

Simple enough? Sure it is!

Research The Market

The next step in the process is to research the market and see what people want. I actually had to do this in order to make this sales copy appeal to them.

Let me tell you, these people are desperate and miserable. Sex is one of the most powerful emotions among human beings. These men who can't perform would give anything to be able to, short of taking harmful drugs unless they have to. So the emotional factor of this issue is so powerful that you can probably sell this item with just a few good testimonials. Trust me...natural cures for male impotence are not hard to sell.

Bullet Points

The next step is to create our bullet points. Well, we've actually done that from reading the product itself. Refer back to page 68 and you have them. No, there aren't a lot of them, but what more do you need?

The Headline

Okay, let's actually write our sales copy now, starting with the headline.

If you go back to the chapter on writing headlines, you will find that there are many ways to go about doing this. Personally, I decided that for this headline I would use this method off of page 17

The first way to go about creating a headline for your product, and probably the simplest, is to pick out the one thing that your product promises to the consumer and use that one thing as the headline.

Based on this method, I came up with this simple, but very effective headline.

"Cure Male Impotence In 7 Days...Naturally"

It doesn't get any simpler or more effective than that. Anybody suffering from male impotence is at least going to read what the sales copy has to say, even if they are a little skeptical.

Now, if you don't see where we got this headline from, take a look at the bullet points that we came up with from the product itself.

It is completely natural.

It will bring about results in as little as 7 days.

There are two other bullet points, but these are the main ones we want to focus on.

Now, why didn't I include the bullet point on the once a month maintenance?

It's work.

Now, it may not seem like a lot of work, but people want a push button fix it on the spot solution. Putting in the part about the maintenance will probably kill many sales. After they buy the book and see that it works, they might not mind so much having to take some kind of vitamin, or whatever it is, once a month. But you can't tell them this up front.

Sales copy MUST focus on the easy and positive. You can't put things in it that are going to make people think that there is work involved.

Okay, headline taken care of...Let's move on.

Opening Paragraph

This is where you basically tell the guy's story and spice it up a bit. You need to grab people by the throat with your opening. You write an opening paragraph based on the guy's brief story and then I'll show you mine..

Ready?

Okay, here is what I came up with.

I was married to the most beautiful...sexy and incredible woman for 23 years when suddenly I couldn't make love to her.

I was devastated.

It was as if my whole world had come crashing down on me. This couldn't be happening to me. Male impotence is something that happens to the **other** guy.

At first I thought it was just a temporary problem. You know...stress...stuff like that. But hell – I'd never been stressed a day in my life.

So I went to doctors. They did all their fancy tests but couldn't find a damn thing wrong with me. They told me it was in my head.

Yeah...right!

I went home...miserable...depressed and out of hope.

Then I started to do some research on the subject of male impotence. What I found **totally blew me away!**

In 90% of the cases of male impotence...it is NOT what people think.

And then I found the cure that I was looking for...a simple natural supplement that cured my male impotence **in just 7 days!**

Okay, I think that's enough of an opening paragraph. If you want to make it longer, you can. I decided to stop here because I wanted to change the pace a little bit.

Sub-Heads

Okay, this is where we lead into the next part of the story.

In actuality, I could have broken up the opening paragraph into sub-heads but I didn't feel there was enough to warrant doing that. Use your discretion on this.

Anyway, here is my first sub-head and the paragraph to follow

"It Was Like A Miracle"

Quite honestly...I wasn't expecting a miracle. I was just praying that my problem wasn't a permanent one. At age 45...I wasn't ready to stop making love to my wife. I'd sooner cut my arm off with a hack saw.

I read up on this special herb that was to have amazing healing properties for many types of problems...including male impotence. I figured I had nothing to lose so I went to my local health food store and picked up a bottle of this miracle cure.

The results were almost instantaneous. In 7 days, I was literally ravaging my wife again. I hadn't felt this good since I was 18. I had more stamina than ever before as well. And I don't have to tell you how **great it made her feel**.

"My Life Did A 180"

My wife and I were making love 3...sometimes 4 nights a week. There were nights when I could go more than once with no problem at all. It was almost frightening how amazing this cure was.

Well...I started sharing it with my friends. Many of them were older than me and were having similar problems. So don't take my word for how great this miracle is...read what these people have to say.

Proof And Credibility

Okay, the next step is to start showing some proof and credibility. Now, since this isn't a money making product, we don't have to show things like screen prints of our income. What we have to show here are testimonials from people who have used this product and have actually had results.

Now, obviously, these testimonials are made up, since there isn't a real product. But go back to the chapter on how to get testimonials. Remember, you can't change what these people have to say unless you ask for their

permission to clean up some of the grammar and spelling. But the basic content has to remain the same. Getting great testimonials for sales copy is not easy because not everybody can write, but if you follow the tips in that chapter, you should be fine.

Here are my testimonials.



"I had been suffering from male impotence for over 6 months. Nothing worked and I didn't want to take any dangerous drugs.

Then my friend Bob told me about this miracle cure. I was skeptical at first, but I figured I had nothing to lose.

It took all of 5 days and I was having the greatest sex of my life. This is the real deal."

John Doe...www.mywebsite.domain

There you have your testimonial...one of them anyway. You'll include others towards the end of the sales copy in order to drive the person over the edge of indecision to becoming a paying customer. With a product like this, testimonials are going to play a big part.

The Offer

The next step is to make your offer. Now remember, the price is set by the person who creates the product. You can make suggestions, but ultimately he's going to price this at what he thinks it is worth.

Honestly, I have no idea what a natural cure for male impotence is worth. So for the sake of arguments, I am going to price this product at a reasonable \$27. I am sure that a man who is suffering from male impotence will be happy to pay \$27 for this product. However, the price is immaterial. How you present it is what matters.

Let's continue with the sales copy.

"The Price Of Freedom"

I asked my friend what he would pay for something like this. He looked at me like I was nuts. His reply was simple...I'd give **\$1,000s** to be able to make love to my wife and never have to worry about this horrible problem again.

Well...you can relax. You're not going to have to pay thousands or even hundreds for this miracle cure for male impotence. For a limited time only...you can get my miracle treatment for just **\$27**.

The whole process is contained in my one of a kind book...

And this is where you would insert the ebook cover of the book. For the sake of argument, we'll title this book, "Cure Male Impotence In 7 Days"

When doing your sales copy, if the person doesn't have an ebook cover, tell him you will have one made for him and that it will be added to the price. If you can create an ecover yourself...do it. If you can't, hire somebody. Studies show that ecovers do increase sales.

The Guarantee

You'll notice that I put the price before the guarantee. You can do that, or you can put the guarantee first. Always test which way converts better.

Ready? Here is the guarantee.

"Double Your Money Back Guarantee"

No, you're NOT seeing things. I am so sure that my "Cure Male Impotence In 7 Days" works that if you're not completely satisfied with your results in 7 days or less...I will send you a check for \$54.

No Questions Asked!

Pretty strong statement there...but it works. The stronger the guarantee, the more sales you'll make. If this product really does work then the product creator has nothing to worry about.

Bonuses

Now, with a product like this, bonuses probably aren't as important as in the make money niche where people are always looking for extras. However, if you can add on a bonus to this...something that has real value...you'll have a better chance of making the sale.

Let's get to the bonus.

"But That's Not All You Get"

Pick up my "Cure Male Impotence In 7 Days" **today** and I will include my book on natural health cures for a variety of ailments at **no extra cost**.

Inside you'll discover natural cures for...

- Asthma
- Allergies
- Muscle Aches
- Diabetes
- Cancer
- IBS
- Migraines
- Night Blindness
- And Many More

Here you can then insert other testimonials from people who have used the bonus book. You have to be careful not to focus too much on this because the main reason people are here is because of their problem with impotence. Don't lose sight of that.

Also, under the bullet points for the bonus book, if you like, you can further elaborate on them. Again, you don't want to put more focus on the bonus than you do on the main product. However, an example of what I mean by elaborating on the bonus bullet points would be something along the lines of this...

- Discover an amazing cure for asthma that will have you breathing naturally **without an inhaler**.
- Find out how one simple herb can put your cancer into remission permanently.

Call To Action

The next step in the sales copy creation process is the call to action. This has to be strong. In spite of all that has come before it, when it comes to the bottom line of parting with one's hard earned cash, you literally need to pry it out of their hands.

Here is what I came up with.

"Stop Being A Failure In The Bedroom"

You don't have to suffer from impotence anymore. No longer do you have to dread your wife...girlfriend...or whoever...being devastated by not being able to be made love to the way **she** deserves.

Within 7 days you can put an end to this problem...**permanently!**

Yes! I Want To Have Wild Passionate Sex The Way I Used To BEFORE This Terrible Nightmare Invaded And Ruined My Life!

I understand that I will be instantly downloading "Cure Male Impotence In 7 Days" and the bonus book "Natural Health Cures" and have 56 days to look it over.

I also understand that if I am not completely thrilled with this package, I can return it for a **FULL DOUBLE MY MONEY BACK REFUND**.

Click Here To Instantly Download



There you have it...short, sweet and to the point.

The PS

Finally, we have the PS. This is where you simply remind people that this offer may not be available for long and that in order to ensure that you lock in this low price and the bonuses, you have to order today. The PS comes after your signature.

This is what I came up with for the PS to this sales letter.

PS – Remember, you get my “Cure Male Impotence In 7 Days” PLUS “Natural Health Cures” for this low price ONLY if you order today. I can’t guarantee that the low price or the bonus will be available tomorrow. Besides, you don’t want to keep the woman you love waiting one day longer than necessary to finally have her man back the way she wants him.

LINK GOES HERE

That’s right, include the link again. This way they don’t have to go back up to the order form.

Now, if you have a second bonus that you didn’t mention in the sales copy (lots of people do this) you can put it in a second PS. Sometimes that second PS is enough to push them over the edge.

There you go...there’s your sales copy.

Now, I want you to take a GOOD look at this sales copy. You will notice that it is VERY basic. I now want you to go back through the chapters of this book, using some of the principals I showed you, such as power words, and see if you can’t make this copy BETTER. Trust me, there is room for improvement. I did this on purpose to give you an exercise to work on your copywriting skills. This basic copy should get you started. With practice, and this general outline, you should be able to write copy good enough to make sales. Will you write like Michel Fortin? Probably not...at least not right away. But you also won’t have to shell out \$15,000 for sales copy either.

Yes, you CAN do this on your own. All it takes is a little practice and the following of these simple principals.

Some Final Thoughts

I have sincerely tried to put together a solid guide that will teach you the basics of copywriting in simple to understand English so that you will actually get something out of it. Ultimately, you will only get as much out of this guide as you put into it. In other words, you **MUST** practice the art of copywriting everyday. Many writers are born...that's true. But you **CAN** learn to be a good writer, even if you weren't born with great talent. I was told by Andrew Cavanagh, that not all great copywriters are great writers. They just took the time to learn the art of copywriting. And that is all it is...an art.

And after you have completed this basic book, **PLEASE** grab a hold of Andrew Cavanagh's bonuses. He will guide you through some advanced instruction that will take your copywriting to the next level. I would have gotten on my hands and knees and begged him to give you access to this material. Fortunately, I didn't have to...fortunately for **YOU** that is.

If you have any questions about anything in this book, or need any help at all, I'll be glad to lend you a hand. Remember, I will look over your first sales page and offer some suggestions on how to improve it. But if you simply follow the basics of this guide, you should be able to write some fairly solid sales copy with very little trouble.

Finally, please remember this when writing your copy...Be honest and be yourself. Ultimately, the slick tongued fancy talking shysters will fall by the wayside and the honest marketers will be the ones to take over.

I truly do believe this. If I didn't, then I wouldn't have any hope for humanity in general.

Be yourself and be real.

To **YOUR** Success,

Steven Wagenheim

Steven Wagenheim