Copywriting Starters

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CHAPTER 1:

TELLING IS SELLING

If you are serious about being successful in an online business, then you must be able and willing to work hard to communicate with your buyers. If you aren't willing to put in the kind of time needed to make your web site zing with commerce, then you need to take a serious look at your motivation for being in business in the first place.

Being online has a certain cache, but it also requires hard work, lots of research, lots of time and a dedication to providing your customers with not only what they want but also excellent customer service. If you don't provide either of those things, are not available to answer their questions, don't provide fresh content rich copy for your site, and update it with a regularity bordering on the obsessive, you will not be as successful as you would like to be.

And what would the point of having a web site be if your product doesn't sell?

Before you can be a success in building a business and be a success in communicating, you need to know how to learn to learn. No, this isn't a typo. If you can't learn to LEARN then you will not earn. You need a good

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attitude to learn to build your business and to communicate. No two ways about it. That would involve attitudes, notably yours!

Think about attitudes. We see and hear them daily with everyone we deal with and speak to either in person, on the phone or by email.   You know if you speak to an upbeat, positive person you come away feeling pretty great yourself. The "positive" was communicated in a positive way. On the other hand if you wind up talking to a little Bridge Troll with an attitude, you will come away feeling grumpy and stressed.

You cannot communicate in a positive way if you have had "attitude" handed to you. And you cannot communicate in a positive way if YOU have attitude either. As bizarre as this may sound, the way you write your website copy can be directly affected by your attitude and choice of words and phrasing. And if your attitude isn't in the right frame of mind, people reading your website WILL know.

Another thing you will need is a personal mission statement. Why do I need a personal mission statement? Because if you don't know what your mission is, how do you expect potential prospects and customers to know? Some of the things you need to include in your personal mission statement are why does your business exist, does it provide a service or product people want or need, who will your customers be and why will they be better off with your product or service. If you can't answer these questions, then you need to take a long look at your reasons for getting into business in the first place.

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IDENTIFYING YOUR AUDIENCE IS POWER!

With mission statement fixed firmly in your mind (and written out where you see it daily), you need to figure out what your market potential is and then know it inside out. You obviously choose your product or service because you feel it appeals to people.

Do you know why it appeals to other people and not just you? If not, better find out fast. How will it benefit them? You need to know these things to talk to your market. This is important because the larger your market, the wider your target markets become. The wider your target markets, the better the growth for your business.

To understand just how large your market potential really could be, you need to know what your product or service offers to people, how it will benefit them and why they **need** your product or service. If you for instance weight loss products, you will know instantly that virtually everyone, of every age, is concerned about their weight. In fact the weight loss industry is booming. Thus your marketplace suddenly becomes one without barriers. You can market to anyone, anywhere, regardless of age, job or geographic location.

Don't kid yourself about your market either; you will need to work your market to succeed. You will need to invest time, and yes – money, into making sure you have up-to-date training, product knowledge and are committed to your product/service. Your online business is just like any other "traditional" business, it has to be worked to be successful. Your product/service will not sell itself, nor will it generate income on its own, or

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find you leads, or help you with targeting your markets. YOU need to do those things. And, if you do them in a slow, sure and steady way, marketing success WILL be yours.

THE TOOLS TO START MARKETING

As an online marketer you really need to know what you're doing, where you're going, what to expect, how to handle and how to find prospects. Wow, sounds like a huge task right? It's not if you have and use the right tools, the right training and take action daily.

What tools do you need? There are a variety of things you can use. Instant messengers – doesn't matter one or two you choose – just make sure they're a major part of your marketing strategy. E-mail is critical. A well-written e-mail can work wonders. Use phone marketing even if you don't fancy it all that much. One quick call to sales prospect inviting them to a special online weight loss seminar (etc.) says lots about your commitment to your product and customer service.

As long as you use relationship marketing properly, it will guarantee you loyal customers that you will keep. Article marketing is smart marketing. YOU provide well-written and relevant articles you've written to other Web sites, blogs and eZines for free. This sets you up as an expert, gives you leads, increased site traffic to your web site and improved search engine rankings.

Blogging and SEO (search engine optimization) are two other tools. Blogging provides an arena to combine text, images, and links to other blogs, and web pages about your business, product/service.   You can post updates on what you are doing, what new additions there have been to your

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product/services, any specials/sales and even product photos.

SEO here means understanding what human visitors might search for, and to help match those visitors with sites offering what they want to find. Pay careful attention to this segment as it is crucial to you when you come to write sales copy for your website.

If your business relies on cold calls, referrals, instant messenger communications, and e-mails, etc. you will know the importance of having good website copy. You learn about your prospect and their needs through your interactions with them and determine how your product can meet their needs. Then you market to those needs in language that gets their attention.

MORE ON IDENTIFYING YOUR AUDIENCE

If you were asked why you built a website, chances are you would say it was to tell people about your company. Well, actually, the better thing to do when planning and building a site is to aim it at your intended audience – the customers who need and want your product. Certainly that COULD be anyone, especially if you are marketing weight loss products. However, it's highly unlikely a horse trainer is going to be interested in your products. So you need to refine your focus.

Who visits your website? Prospects, existing customers, you do as well as your friends and relatives, your employees do and perhaps investors if you

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have them. Each one of these groups of people would be looking for different content. The way you have your website sales copy written will pretty much determine what the next step will be for each of these user groups. If you want to generate sales, give good customer service and communicate with employees and/or investors, you **must** have copy that moves them to action.

We mentioned this a little earlier in this chapter about knowing what your audience is searching for and how they do that. There are two ways to find out this kind of information. The first way is to ask your employees what people want and need. These are your internal sources. The answers are likely going to cover product specifications, pricing, availability, features and benefits.

The second way, your external sources, could include user surveys, site keyword and search engine keyword data. This will tell you what your customers are searching for and how they are searching for it. Usually this will mean you have website tracking software on board on your site. If you do, it is a rich source of vital information for you. It will tell you the exact terms visitors used to find you. Once you know what your visitors think is important, you can write copy to fulfill that need, and lay your site out to better supply the information they want.

You can also use search engine keyword research tools. This gives you a slightly different view than site keyword data. It will give you a clear picture how ALL users interested in your product/service will search for those products/services. Understand the vast majority of these searchers won't be

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landing on your site anytime soon. However, it does give you a good idea of the search terms/phrases used.

Generally speaking when people perform a search they are trying to solve a specific problem. Many search by describing a desired outcome to a negative situation. For instance the use of words such as improved, higher, better, more tells you the results searchers want. Others will search for a specific service. Basically, although the results of using search engine keyword research tools are interesting, they may not be as applicable to your site as site keyword data.

FINDING YOUR AUDIENCE

About the only way you can truly "find" your audience is to figure out who is going to be reading what is on your site. To do that you need to understand WHO your audience is (we're using the weight loss site as an example). So this would mean you will be writing for people who feel they are overweight and want to lose pounds and inches safely and quickly. So already you have what their expectations are – losing weight safely and quickly.

What do they bring to your writing? They bring the expectation of wanting to find a website that will at last help them lose weight. What do you want them to take away from your website? You want them to take away hope and solid information on how to lose weight safely.

Really what you have here is the 5 W's. Who is your audience? People who want to lose weight. What do you want them to know, believe, or feel after they read it? You want them to know how to lose weight safely, believe they

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can do it and feel motivated to do so.

When and where will your audience read your website content? All over in as many places as you can find to market and place your well written information. They will read it at home, at work, on library computers, on high speed and dial up Internet connections. Why will they read it? They will read it because it is well written and has good information in it. And it is positive and appealing to them.   But they may also read it because they have to read it, or are interested in it professionally or because they are personally interested in what you have to say.

Your content is by necessity going to vary to suit your audience. And that means your style and format will also need to change. If you were writing on weight loss issues for Doctors, you'd use some jargon. If you're writing for those who want to lose weight, you will provide content that is informative. The level you write to is something you need to consider. You will need to aim your content at those with a high school education, but still give those with a higher level of education the content they are looking for. This is all in how you write the copy.

What do you want your site readers to know? This will determine your style and organization, and will tell you if you are going to write about information or ideas.

WHY WORDS STILL MAKE A DIFFERENCE
In a nutshell, words still make a difference because they can be used to invoke feelings, thoughts, images and action. They can appeal to others on

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various levels – to the visual reader, the auditory reader to the kinesthetic reader. More than anything else in the world, words are the one form of communication that can deliver what we want people to know. They can convey simple truths, complex issues, humor and sorrow. Words are the be all end all in the complex world of communications.

CHAPTER 2:

COPYWRITING STARTERS

Just what is copywriting? Generally speaking it is writing that promotes a person, opportunity, opinion or idea. Since we're talking about websites, we'll just assume the writing will be on a website (and this will be referred to as search engine optimization copy).

There are of course other mediums that use copywriting and copywriters – radio commercials, television ads, billboards, bus ads, magazine ads, newspaper ads etc. You get the idea. And the point behind writing copy? It is specifically designed to entice, persuade, motivate a listener or in the case of a website a reader to take action. That action could be anything from purchasing a product to subscribing to a newsletter, from trying a product sample to participating in a survey or poll. By the way, you can also use copywriting to convince a reader to NOT do something or not believe something.

What types of materials use copywriting? Body copy, slogan, headlines, direct mail pieces are biggies, taglines, jingle lyrics, slug lines, captions, the World Wide Web, scripts, news releases, research and white papers and Internet (website) content. Pretty extensive list isn't it? And it's just the tip of the iceberg too. Don't forget there are also things like print ads, mail order catalogues, brochures, postcards, greeting cards etc. Copywriting is a good line of work to be in if you are any good at it, as you will always have work.

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Copywriting when used on websites usually refers to the style or method of writing and wording content that is slanted to achieve higher rankings with the search engines. This is actually called content writing which means the proper placement and repetition of keywords and (keyword)phrases on a website.

At one time writing content for websites was a means of getting better rankings because the writing was geared to the search engine algorithms. That is not the case any longer and writing is now more geared to human visitors AND search engines. The trick with this type of writing is to produce fluent and readable copy/content written with an eye to search engine optimization.

HOW COPYWRITING CAME ABOUT

In a moment of serendipity, copywriting came about because search engines got fussier and fussier about the words they used to crawl to rank pages. It didn't much matter when things first got started with the Internet in 1996. You could even just fiddle a bit with your Meta tags or use just one simple but powerful word to get a good ranking. It wasn't even much of an effort to do up a page and get the tag picked, submit it to the few engines there were at the time and voila you were in business. And, you could even get listed in Yahoo! Directory for free already. This is NOT going to happen in the 21st century.

Back then the gurus of search engine optimization didn't even give any thought to whether or not your site converted visitors to sales or provided anyone with a return on their investment. It was pretty much Slam Bam Thank You Ma'am and it was done and over with. How a site performed was

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up to the site owner, not the person who wrote the tags. Things have definitely changed.

What actually happened was that companies left standing when the dotcom market went to heck in a hand basket realized that while they could get visitors to their site, they couldn't make them BUY something. So what then was the point of a website that didn't sell anything? That became the famous million-dollar question of the day. It eventually led search engine optimization specialists and website owners to the conclusion that surfing and landing on a page doesn't equate to dollars spent. So what had to happen to the website to convert visitors into sales customers?

That question was more of less half of the equation.   The other half was how do you get strong conversion rates and maintain a long-term high ranking in the search engines? Answer was/is: through the judicious use of well written, fresh, informative, keyword/phrase rich text aimed specifically at search engines and your website prospects.

HOW COPYWRITING IS INFLUENCING YOUR LIFE RIGHT NOW

Daily we are bombarded by copy for hundreds of items.   On average the human mind can retain up to 7 thoughts at once, so if one or more of those thoughts happens to be about a product/service/opportunity – then you have been impacted by copywriting.

If you spend any time watching TV or listening to the radio, you are inundated with commercials virtually every 7 to 10 minutes. You likely retain some of those commercials, especially if they touch on something of interest to you. Once again, you have been impacted by copywriting.

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Surf the Internet a lot? Then you know how much advertising there is on the Net and likely read hundreds of ads a week about a variety of products, things to do, things to buy and courses etc. to take. Each one of those ads, in most instances, has been carefully written to make an impression on you. If you remember an ad you have seen then it did its work. And, you have been impacted by copywriting.

Given the numerous ads we're all exposed to daily, it's a wonder we even remember any of them. And therein lies the rub – how to write something that captures people's attention; How to inform your customers of what you can offer them in a manner that will be remembered.

SELLING THE BENEFITS

To inform your customers of what you can offer them, you want to communicate your intentions/goods/services etc. to them. The way to accomplish that is through emotional response writing.

Emotional response writing is an e-mail, newsletter or sales letter written to persuade the reader to place an order, request more information, or to show support for a product or service. It gently taps the reader on the shoulder to take a specific action. To do that, you make an OFFER to the reader, NOT an announcement. The letter/e-mail etc. needs to go to the right target audience, appeal to their wants/needs and be useful and informative.

By getting your audience to take action (a call to action) means a "sell" of sorts – but a soft sell. It will also mean you'll need supportive documentation, other flyers, pamphlets or what not, since if you use a sales letter, it often doesn't do the entire job of selling for you.

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Getting Started

You need to know your products and services inside out. Nothing takes the place of your knowledge and how you present yourself. You'll need to have resources on hand in addition to what you know, things like – online resources, ads, articles, newsletters books etc.

Next; sort out the benefits from the features of your products/business/service. What does the product do for the prospect that needs/wants it? What do they get or gain from buying it? What is the unique selling point of your product/business/service? A benefit is the specific outcome of a feature of your product or service. Benefits motivate people.

Before you start writing to tell people what you can offer them, you need to ask yourself some questions. For example, how am I going to market this product/service? Will you need other information to go along with your letter? What do you need? Who is your competition? How are they marketing their product? What benefits can you offer your customers that the competition can't? (This is a crucial benefit!) How much money do you want to spend on advertising? Are your marketing goals/hopes realistic? Who is actually your buyer?

Why would your customers want to buy what you offer them? The most common "why" is fear of missing out on something. Does your offer appeal to their emotional needs?

Ready to Write Your E-Mail

You have up to 50 characters for the headline/subject line when you start pulling your e-mail together. The letter needs to tell your reader what it's about, and make a promise what the item will do for your reader. You have

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about 7 to 10 seconds to hook your reader, so use your main selling point first and add the benefit with it.

 EXAMPLE: Imagine an organic pet food that doesn't use wheat gluten or other additives. 100% money back guarantee.

Use power words and those are: **free, proven, imagine, how to, fast, cheap, enjoy, now, learn, introducing** etc. Use them, but don't abuse them or keep repeating them over and over again.

The body of the message expands your theme, gives details and shows how you will make good on the subject line/headline promise. Your close, or call to action urges reader to take the next step you want them to take.

If you cannot put two words together, talk to a copywriter. This is one letter you do NOT want to mess up, as your business success rides on it.

In a conversational tone of voice, tell a story your reader can identify with. Almost like a testimonial. Make an announcement about a new product/service/business, maybe a one-of-a-kind event, or important news about your unique selling point.

Treat the reader as your equal – in other words, if you are selling hair loss products and services, then address your letter with Dear Fellow Hair Loss Sufferer. Look for a provocative quote for your hair loss product: "Product XXXgrow now has a NEW topical all natural proven hair loss product that will promote new growth."

Start your letter by talking about a problem the reader has, one your product will solve. For example: fed up with hair loss products that don't work and cost too much. We've got a cheap solution – XXXgrow that WILL work for you. If you use this approach, tell your reader a secret, or a piece

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of information not many people know.   Product knowledge and research comes in really handy here.

You could add more to your email, but keep it short and to the point. The body of your message should be written in the same tone as your headline/subject line. Quickly give details of your unique selling point. Point out the benefits right away. Don't leave it until the end, or you will lose them. Prove your benefits claim, by using the extra information you have on hand. Be creative, provocative, descriptive, moving, emotional, and build to the call to action.

The Closing or Call to Action
The call to action is where you ask the reader to do something, like order your product/ service or join your business etc. Make it easy for the reader to contact you. Provide a form, a toll free phone number, an e-mail link, URL or blog site, and make sure they actually work before you send the e-mail. Close with thanks for their time and consideration.

Many Internet marketers say save the best for last and put it in a PS. For instance, if you order before XXXX date, you'll get a free web banner. This kind of information is best put in the beginning of your letter, right after the unique selling point/benefits area.   It provides more incentive for the reader to keep reading, more initiative to keep reading to find out the benefits.

Leaving the cost savings or free goodies until last is a bribe. If you don't grab them with the first 7 to 10 seconds, and that means putting your heavy artillery in the opening, they you could lose them.

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Before you send your letter, find test readers. Ask them to tell you what they feel is missing, how you could improve on your offer, and if they would buy from you.

CHAPTER 3:

IT'S NOT ALL ABOUT SALES

You might think since you're writing marketing letters, and trying to sell something, that your e-mail IS about sales. It is and it isn't. It is ultimately hoped you will get a sale from your e-mail, but the major point to the e-mail isn't about sales. What is it about? It's about relationship marketing. So this is why you don't really want to "sell" your customer. You want to have a relationship with them first, and from there the sales will flow (if you do your relationship marketing the right way).

Why would focusing on existing customers be more profitable? If you're constantly spending money and resources to attract new customers, your profitability suffers. You aren't building a loyal base of people who stay with you. Called "churn", these people won't come back to you. Another term for attempting to keep people and increase their loyalty is also called "defensive marketing". Those who have already opened their wallets are the key to continued profitability.   And if your sales copy for your website and other marketing tools sizzles, then those wallets are going to open frequently.

You can also view your customer lifetime value as a long-term asset. And you value assets and treat them accordingly. Keep your customers (assets) happy and they wind up being loyal. Loyalty is worth money to your

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business, since the cost of keeping an existing customer is only about 10 per cent of the cost of getting a new one.

YOUR CUSTOMER LIFECYCLE OF NEEDS AND WANTS

No one is the same when they come to you for a product, service or opportunity. Everyone needs something specifically for THEM. If you're marketing online, first start communication and build a relationship with people. The methods are endless, such as: email, instant messaging, community forums, blogging and websites. You want to show them what you have to offer and get them to your website. That takes work. Once they're on your website (and reading the great copy you have), get their e-mail address by giving something away instantly. The instant reward keeps them interested.

Provide meaningful quality information, well written and properly researched. This adds credibility. If the copy is good, and motivates people, this will often translate into program registrations. Or sign ups for a newsletter or requests for product information or even orders. THIS is the beginning of your relationship, NOT the end. This is where you start your long-term relationship with your customer and offer value added extras to their commitment to participate. Show them how to get the best value and usage out of their purchase(s). This more than anything, will set you apart from your competition. This step ensures you word-of-mouth referrals and customer retention.

Last, but not least, provide your customers with the tools or feeling of being a valued member of a "community". This turns them into your biggest promoters.

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Your web site can use web-based relationship marketing by using either open content or premium content. Open content means visitors can access everything on the site. Premium content is limited to people who have registered their e-mail address, or have bought something. Choose what works the best before you write the right copy for the content method you opt for, and do not deviate from your plan.

Web-based relationship marketing means marketing person to person – not as a business to a person. The distinction makes a difference, as people will open your e-mails and read them rather than treat them as junk mail. This does not take a lot of money nor does it involve a huge risk. It's simply human-to-human communication, creating bonds with your existing customers, and generating referrals (Think: more new customers).

RECOGNIZING WHAT THE CUSTOMER WILL RESPOND TO

This isn't for marketing sissies; this is serious stuff and needs a fair amount of research to determine what a customer will respond to. People are all different, and we all respond to different things. That's what makes being human either a challenge or a blessing. So where do you start? Well actually, the best place to start is with Neuro Linguistic Programming. It is used a fair amount in the marketing industry to write copy, and for good reasons.

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Neuro-Linguistic Programming is about your brain, language and your habits and patterns. Neuro deals with how you process the thousands of pieces of information you receive daily. You can do that 5 ways: seeing, hearing, touching (kinesthetic), tasting and smelling.

Linguistic deals with language – the seeing, hearing, touching, tasting and smelling words you use to recall something. Programming refers to your habits, patterns, programs and strategies.

Some of the most memorable ads you've read or responded to are ads written using NLP advertising language patterns. These are ads that get you to picture/see what your life would be like after you have purchased a certain product/service. **For example:** Imagine the look on your friends' faces when you tell them you have tickets to see David Beckham play at a soccer match! You will get a mental picture of what they will look like, or more precisely see their expressions.

NLP advertising language patterns in online website copy is subtle, but effective. The idea is to motivate readers to take action because they can imagine doing something with the product/service you offer. Here are a few examples:

"You can see yourself wrapped in luxurious mink." Note the visual appeal.

"You can imagine in great detail the sensuous pleasure a mink coat will give you." Note the visual and kinesthetic (feeling) appeal.

"You can see your friends going green with envy when they see your new mink coat." Note the visual appeal.

You can even use questions to pique interest, such as:

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"Can you imagine the looks you will get from your friends when they see your luxurious mink jacket?" Again, the visual component. But you get the idea. Use the language of the senses to tell people what they will see, hear, feel, smell or taste. These senses can be used to picture (etc.) the consequences of buying your product/service. You are telling customers what they will experience.

Use your "sense-ua"l copy on your website in your headlines, subheads, testimonials, the signature you use on emails, on order pages, sign up forms, follow up emails, blog posts, business cards, answering machines and voice mail.

CHAPTER 4:

CREATING SALES COPY THAT WORKS:

PART I

IDENTIFYING THE CUSTOMER'S NEEDS

You might think you already know your customer's needs, or you would not be in the business you are in, that you know you can sell your widget to anyone. Hmmmm, hang on one second. No, you can't sell it to everyone, however you could do very well with a targeted sales campaign – meaning you have correctly identified your target customers. Research indicates roughly 50% of the success of a sales campaign solely depends on correct identification of the right target customers.

Obviously this mean you must clearly know who your customers are to be effective in marketing and sales – to write the right copy for those targets. You can do this several ways, and one of the most obvious ones is to research your existing customer base. You would be looking for buying behavior, motivators and other customer attributes – such as – when they buy, how much they spend, what brands they like, etc. You could call this process data mining, and in some instances, you would want to farm this kind of work out to specialists.

Data mining is discovering unknown, actionable and profitable information from large consolidated databases and using it to drive your marketing strategies. For instance say you choose a customer base of those between

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the ages of 35 – 65 to market your widget to. On average, about 1% of the customer base is responders. Responders are customers who will buy the product or service offered to them. So, a random email marketing campaign to say 100,000 customers will likely generate about 1,000 sales.

However, if you identified which customers are most likely to respond (using data mining) you could raise your response rate to maybe 1.5% and only have to email 66,666 people to get 1,000 sales.   That's powerful mojo and powerful software. A boon for your website marketing, as once you discover who you are marketing to, your copy can be tested and tailored accordingly.

Continuous market research is another method you can use to know your target customers. And you need to do this because customer's needs and wants are constantly changing. This must be done on an ongoing basis, and while expensive and time consuming it will pay great dividends when your sales take off. Once you know your target(s), you can start writing to them.

Other methods to identify your customer's needs are using current and lost customer interviews, focus groups, be your own customer, customer feedback and complaint logs and customer observation.

ADDRESSING CUSTOMER NEEDS

This section is going to be short and sweet, because once you know who you want to market to, addressing their needs is almost a snap. Put yourself in the role of being the customer. Ask yourself questions about what YOU would want if you were a customer wanting/needing your product. Would you want a warranty? Want the product in different colors? Want to try it on? Want a gift certificate? Want replacement parts? Want service help? Want technical support? Want a brand new innovative product? Etc.

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Now you have an idea of what YOUR needs are, extrapolate this to other customers. And, even though every customer is different, they do have many similar qualities you can "work" with and above all else, quality customer service is the key to retaining loyal customers.

What you are really doing when you address customer needs is offering them a solution to an unsatisfied want or need. If your product can fulfill an unsatisfied need or want you will have sales. It's up to you to present your customers with the "plan" to buy your product as a solution to fulfill their unsatisfied needs or wants. Write that the right way, and you will have loyal customers.

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CHAPTER 5:

PSYCHOLOGICAL TECHNIQUES TO MAKE UP THEIR MIND

LEARNING HOW THE MIND WORKS CAN WORK FOR YOU

It's always a good idea to have an idea of how the mind works so you can adjust your sales copy accordingly to appeal to certain mind sectors. Let's just start with some basic information so you get a good idea of how the mind works.

The brain does two major things – stores information in your memory and processes information that allows you to use/apply your knowledge to make decisions and solve problems. Next we'll look at what side of the brain does what.

Your left brain works with logic, words, parts and specifics, analysis of situations in detail, and sequential thinking. The left brain interestingly enough has a sense of time and a sense of your goals correlated with your position in relation to those goals. Talk about a finely tuned instrument. The left brain also governs/runs the right side of your body.

Your right brain works with emotions, pictures, wholes and how all the parts all relate together, putting stuff together (that AH-HA moment), and simultaneous/holistic thinking. This side of the brain doesn't wear a watch like the left side does, and in fact can lose track of time. And like the left side of your brain, the right side governs/runs the left side of your body.

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Brain functions can be broken down even further into what does each side of the brain to task wise. So let's take a look at what the left side does.

The left side of your brain deals with tasks like being logical, sequential, analytical, objective, focus and details, and numbers. So if you happen to be bad in math, blame the left side of your brain – or the right for not governing the numbers part of you.

The right side of your brain deals with tasks like being intuitive. Trust your hunches. They're usually based on facts filed away just below the conscious level. It also deals with colors, rhythm, and the overall picture, pictures and is random.

We've all heard about limited attention span, and in marketing that sometimes seems to be the norm for customers. What this means is that only part of your memory can be activated at any one time and it will be a single area located in the most easily activated part of the memory. This will also be the most familiar one, the one used most often. The more often it is used it becomes even more familiar. Think repetitive marketing campaign, top of the mind awareness, copy crafted to appeal to certain senses that becomes familiar to your customer over time. People need to be told about a product or service at least SEVEN times before they buy it/try it. Think repeat customers here.

We talked a little about mental patterns earlier in this book and about Neuro Linguistic Programming. Mental patterns simply refer to memories formed in your brain to record your experiences as you see, hear, feel, smell, sense or taste them. The more often you do this your brain builds a pattern of it – a familiar pattern.

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When you experience a situation again, or something similar, the memory is activated and you go on autopilot. So you can see if you did an email campaign to blend with your website copy and all the other areas we have outlined where you can use keywords and phrases, the more people see it (the site or email or etc.) the more familiar you become. This goes right straight back to relationship marketing. Nice tie in isn't it?

Ok now you have a pretty fair idea of how the mind works. Let's go just one more step further. You already know about the language of the brain being pictures, sounds, feelings, tastes, and smells – in other words input from your senses that is your imagination when it is processed. Your brain can only work with positive information that it receives from your five senses. Your brain can't work with inputs you haven't experienced or otherwise called negative information.

Here is a very important point to remember when thinking about your customers. They can't reflect and act at the same time. They need to be focused on one thing or another (reading your website copy, email etc) and thinking about it or taking action and buying something. Trick is to be able to switch them from one to the other quickly and effortlessly. Good thing you know about Neuro Linguistic Programming and how the mind works.

You now know the brain is divided into two hemispheres and that each specializes in different functions, processes different kinds of information and deals with different problems. Left works with logic and analysis, the right with emotions and imagination.

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Let's put that into perspective when thinking about customers. And here is why you want to know what they do for a living. A manager would be a left brain person (appeal to his/her logic and love of analysis). A leader would be right brain (appeal to his/her emotions and imagination). A producer – that would depend on the kind of work done. If the work done is verbal, logical, and analytical – that is left brain. If the work is intuitive, emotional, and creative – that is right brain. Can you be a combination? Yes, but usually one is more predominant that the other.

REPETITION

You read earlier that people need to be told about a product or service at least SEVEN times before they buy it/try it. So repetition really is the key to making your product known. You don't have to be annoying about it, but find creative ways to keep your message in front of your audience. If the means changing your website copy, pictures, specials etc, then do it, and do it with something bordering on the obsessive. Just always keep your main selling point as your focus.

Here's an example of what we mean told in a short story. See what you remember about the story after you have read it.

Once upon a time there was a cat named Charlie. Charlie was the most handsome cat in any farmyard for miles around. Charlie was so handsome that the local Veterinarian, Dr. Roth fell madly in love with him. But Charlie, who was such a handsome dude, thought he was too handsome for Dr. Roth. So Charlie decided to join an acting company, run away from the farmyard and become the next Morris the Cat. Charlie knew his dreams would come true.

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Try not to look back at the story. Can you recall the name of the Veterinarian? Maybe yes, maybe no – but one thing is for sure, you remembered the cat's name because it was repeated SIX times. There's nothing like a 2 x 4 over the head right? But you get the point, repetition STICKS in the minds of your readers/listeners/watchers.

Repeating things so often isn't saying that your readers have faulty memories. It's just human nature that sometimes things need to be pounded into their heads. Remember, they (and you) can only think of one thing at a time.

Your website copy should not be as repetitive as the little story you just read. But, you do need to figure out your key selling point to hammer home to your customers. Example: if you are having a sale, you need to emphasize that. If on the other hand you want your name out there and get it known, you need to repeat that at least twice in anything you do.

Will people find your repetition annoying? If you botch the writing job, yes they will. But if you do a nice clean script with good flow and use the keywords in repetition in a smooth flowing way, they won't find it annoying. Another thing here would be to try and use keywords that aren't complicated and convoluted. Keep it straight, clean and simple.

You also should know that most people read websites with half an eye, unless they are keenly interested in them or are looking for precisely what you have. So repetition in your site copy will stick with your viewers/surfers later – sort of like subliminal messages.   So bottom line is repetition is one of the smartest marketing strategies you can use to get people to remember your name and message.

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What if your site traffic is decent, you have ads all over the Net and in lots of free classifieds? Will this be enough to make sales? Answer is no it won't be enough, because where is the repetition?

People on the Internet are just bombarded with thousands of ad messages a day. In most instances we just hit the delete key and don't even read what the ad(s) said. Or, the get caught in the spam filter. Do you recall every ad you saw when you surfed on the Net today? No? Well, no one else does either.

What you would remember is seeing the same message over and over again right?

What you WOULD likely recall, and more so if you are interested in the subject, is things like those free 10 day mini-courses. This is definitely something you could consider for your website as well. The promotion for it would be done in your well-written copy that people can't resist. Oh they may resist the first few times, but after having seen what you are offering, and having read the message several times, that would make up their minds.

That process usually goes like this. See the ad the first time and have no intentions of buying the product or service. BUT, the information you are offering for free about the product or service they DO want. They sign up.

Now you have an opt-in customer that you will send information to in installments. You of course make sure the information in the mini course is well scripted, fresh, useful and informational – something people can actually make use of. You will offer people a full course as well and you will provide your visitors with that information in each email. By this time the

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customer has seen your name, message and key selling points at least 7 to 10 times (depending on the length of your mini course) and they figure it's a good product and – right, they buy it.

They buy it because saw it for seven to ten weeks and were able to figure out/see your offer had good value thanks to the information you sent them on a weekly basis.   By the end of the course, you have credibility with your customer(s). There aren't many people that will buy a product on the Internet the FIRST time they see it (unless it's the last Harry Potter book). If you have a good product/service, stick to website marketing that sells – do it the right way and don't use one-shot ads. Use the opt-in names you capture at your site and send them a free introduction course.

The bottom line here is, stay in touch regularly, and always have great information, tips, and news to share. Do your homework and know your customer's birthdays and the birthdays of their children. Understand their profession and what is of interest to them. You will become an inbox repetitive regular – you have successfully used relationship marketing to make sales etc.

Here's something else to consider as well. By positively reinforcing the behavior of your customers (the behavior being visiting your website and/or buying) you will retain them as loyal customers.

In other words, a consequence (positive reward) is presented (to your customers) dependent on a behavior (visiting your site/buying product/service). Positive reinforcement can be as little as sending your customers something they will value highly in their line of work (and that could be killer information) or offering a mini course that will change their outlook about your product/service.

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You could also offer discounts, better buys on bulk purchases, to die for customer service that no one else can beat or a newsletter that has everyone talking because it's so darn good.

<u>Other Techniques That Work Every Time</u>
We've touched on neuro linguistic programming earlier in this book as we were talking about language patterns. This is an awesome tool or technique to have in your arsenal for writing sales copy. It gives you that edge a lot of other writers don't have. If you've spent any time reading sales copy on the Net, they you already know what is and is not good. Sometimes that is intuitive, but mostly good copy screams good copy. Bad copy – well, it too speaks for itself and guess what? Bad copy drives people away.

NLP language patterns have always been a long time. This came about as the consequence of research into why two people who have the same experiences react to them differently. Of course you react differently, but that isn't the point. The point is that not only are your reactions different, the language you use to describe your reactions is also different.

People then tell you how they perceive various circumstances using the language of their lead and back up system - auditory, visual or kinesthetic.

This really isn't magic. If you pay close attention to what your customers are telling you – read the language they use, hear the language they use – you will know what lead systems they are using and you can write your sales copy to suit their neuro linguistic patterns.

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Here's another benefit to using your customers language patterns, in emails, phone calls, notes, etc. Yes, and in sales copy. Roughly 96% of your customers will be visuals and will respond to those kinds of words that strike a visual chord (make them SEE something). If you use their language you will in sync with them and can use their system to communicate with them. In a world where it's hard to communicate with others and be understood, using neuro linguistic language patterns is a bonus you can bank on.

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CHAPTER 6:

CREATING SALES COPY THAT WORKS: PART II

AND NOW, SOME BAD COPY

Here are five techniques that you can use for writing articles on the web which will help you to stand out among your competitors and improve your sales and marketing potential significantly.

You can use these five techniques to improve your comparison-shopping portal that you have to help you with choosing the deal of your choice according to your taste and suitability of your budget considerations.

These five writing techniques could be used prominently on an insurance site to highlight various features that people would have to choose from for their insurance needs and various situations. You could use these techniques to explain they should not just buy car and bike insurance policies and then neglect them ending up costing them more money in the long run or even leaving them uninsured.

Using these five article writing techniques will give readers an ability to understand that things and events that happen around us and impact on our lives happen for a purpose that we don't realize but that once we accept it happened for a reason it is one of the keys to accepting there are things in our lives we don't have any control over.

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So if you need good website copy and want to get your site seen by lots of people we can tell you how to do it because we have lots of stuff you can use. Just buy our program and you will see that the things we're telling you make sense.

DISSECTING THE COPY OR BURYING IT FOR GOOD

Bet you dollars to donuts you stumbled your way through that copy and had a fit. It's pretty bad and needs some real work to get it to make sense. You will notice there are a lot of unrelated subjects thrown together to make up copy. What they all have to do with one another is the million-dollar question. If there **IS** answer as to why the writer did what they did, we may never know what that is.

One of the most annoying things on the Net in terms of website copy is the run on sentence. It goes on and on like the Ever-Ready Energizer Bunny! It never holds together and if it does, you have to re-read it so many times to get the point you give up. Who has the patience to read copy three, four, five or more lines long? No one. Add this with the fact that most Net savvy surfers abhor long pages with run on information and will lay down dust as they leave the offending site. Talk about a recipe for disaster. You want people to stay on your site and READ the content and hopefully buy something. If your writing bites they won't be buying, never mind staying.

Let's try the taking apart the BAD copy paragraph by paragraph.

Paragraph One

Here are five techniques that you can use for writing articles on the web, which will help you to stand out among your competitors and improve your sales and marketing potential significantly.

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1. **Run on sentences**

2. **Awkward sentence structure**

3. **Confusing**

4. **Flat with no life – think boring!**

Paragraph Two

You can use these five techniques to improve your comparison-shopping portal that you have to help you with choosing the deal of your choice according to your taste and suitability of your budget considerations.

1. Three lines of continuous copy – run-on.

2. Poorly written and totally confusing.

3. Again, really awkward and stilted

4. Leaves you asking "WHAT????"

Paragraph Three

These five writing techniques could be used prominently on an insurance site to highlight various features that people would have to choose from for their insurance needs and various situations. You could use these techniques to explain they should not just buy car and bike insurance policies and then neglect them ending up costing them more money in the long run or even leaving them uninsured.

1. Holy smokes talk about tedious hard to read copy.

2. Boring, stilted and full of non sequiter fluff.

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3. Sentences waaaay too long.

4. No life to this copy at all.

Paragraph Four

Using these five article writing techniques will give readers an ability to understand that things and events that happen around us and impact on our lives happen for a purpose that we don't realize but that once we accept it happened for a reason it is one of the keys to accepting there are things in our lives we don't have any control over.

1. Can you believe you have just read a five-line sentence? What were they thinking?

2. Can you make any sense of this loooong sentence?

3. What does article writing have to do with accepting events happen around us we have no control over?

4. No real point to this sentence, unless it is supposed to be a genuine mystery.

Paragraph Five

So if you need good website copy and want to get your site seen by lots of people we can tell you how to do it because we have lots of stuff you can use. Just buy our program and you will see that the things we're telling you make sense and you can learn lots.

1. Hold your horses "stuff?"

2. "Tell" you how to do it?

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3. Oh- oh "buy" their program?

4. THINGS? Oh please – "things"?

5. And the other whoops is "learn".

SAMPLES OF GOOD SALES COPY

Well, you've got to admit the above bad sales copy was really bad. What we're going to do instead of re-write the whole thing as one related piece (because it isn't!) is break each paragraph down and redo it.

Paragraph One BEFORE

Here are five techniques that you can use for writing articles on the web, which will help you to stand out among your competitors and improve your sales and marketing potential significantly.

Paragraph One AFTER

Give your competitors a run for their money with these five fail proof writing techniques. Improve your web site sales potential and marketability!

Paragraph Two BEFORE

You can use these five techniques to improve your comparison-shopping portal that you have to help you with choosing the deal of your choice according to your taste and suitability of your budget considerations.

Paragraph Two AFTER

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These five techniques can improve the navigation factor of your comparison-shopping portal. Find deals to suit your tastes and budget!

Paragraph Three BEFORE

These five writing techniques could be used prominently on an insurance site to highlight various features that people would have to choose from for their insurance needs and various situations. You could use these techniques to explain they should not just buy car and bike insurance policies and then neglect them ending up costing them more money in the long run or even leaving them uninsured.

Paragraph Three AFTER

These five writing techniques could be used prominently on an insurance site to highlight various features that people would have to choose from for their insurance needs and various situations. You could use these techniques to explain they should not just buy car and bike insurance policies and then neglect them ending up costing them more money in the long run or even leaving them uninsured.

Discover what insurance coverage you really need before you invest in it. Keep your insurance up to date or risk being unprotected when you most need it.

Paragraph Four BEFORE

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Using these five article writing techniques will give readers an ability to understand that things and events that happen around us and impact on our lives happen for a purpose that we don't realize but that once we accept it happened for a reason it is one of the keys to accepting there are things in our lives we don't have any control over.

Paragraph Four AFTER

Things and events that impact on our lives happen for a reason, but that doesn't mean we have control over them.

Paragraph Five BEFORE

So if you need good website copy and want to get your site seen by lots of people we can tell you how to do it because we have lots of stuff you can use. Just buy our program and you will see that the things we're telling you make sense and you can learn lots.

Paragraph Five AFTER

Want dynamite web site copy? Discover the insider secrets to make your copy come alive. Investing in our software will teach you tons of tips, tricks and techniques for writing brilliant web site copy.

There, that's better! See the differences? Hear the differences? Feel the differences? Now try some on your own. Find a site that really needs a re-write and see if you can zing it up.

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CHAPTER 7:

SURE FIRE WAYS TO GET THEIR ATTENTION

TESTIMONIALS

Testimonials can really give your web site a boost IF they are done the right way. If they aren't, you could wind up driving traffic away in droves. Remember the key thing about testimonials is the fact they MUST be credible. Translation – don't fake sincerity because people will know it's fake.

We've all seen web sites that had testimonials on them that seemed to good to be true, had lots of sales trigger words, and were really completely unbelievable. No two ways about it, they came across as phony. Bad move for you and your web site.

Go ahead and ask your clients, customers and other people who have dealt with you for a testimonial. Ask them to give feedback to you and then include the best comments on your website. DO NOT WRITE YOUR OWN TESTIMONIALS, or have someone else do them for you. What do they know about your product/service other than what you tell them? They haven't experienced your product/service so how valid do you think testimonials written by a hired writer will be?

You have likely seen web site testimonials from so called "satisfied customers" who only have initials. If they really were all that satisfied with

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the product, why don't they stand up and say so? And then there are the sites that say blah blah blah is tremendous, signed Business Woman or Expert. Expert in what?

Each testimonial you use should have your customer's full name and location. If they're speaking on your behalf (behalf of your company) then include your company name. If they have any professional titles or certifications, use them. This means their comments carry more authority. And if they have a web site, include it. This will prove your testimonial is legitimate.

If you have the chance to be able to use pictures with your testimonials, do so. Use "real people" pictures not stock photos. In other words a photo that isn't totally perfect will be believable, while one that is highly professional may not be. Such are the whims of the Internet viewing public. Oh and by the way, ask your customers for permission to use their comments etc. or you may find yourself in hot water later.

How about an example of a BAD testimonial vs. a GOOD one?

First the BAD:

"Your prices are unbelievable for the work you do". -Tim W., Washington

Of course this faint praise comment could be read two ways and does not have the person's full name, although it does have a location. It could be taken that the prices charged are unbelievable for the work – meaning the work is overpriced and not all that good. You want to stay away from comments like this because ambiguity will kill your reputation.

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Now the GOOD:

Our ad agency went out of business a week before our awards banquet, leaving us with no menus, tickets, or programs over 200 expected guests. On extremely short notice, Spiritwriters came through for us with everything we needed at a reasonable price, and the design was tasteful and eye-catching. We will definitely be using them for all our work in the future.

Nicollet Haraden, Owner and Founder of Small Business Women of America, New York.

Now we're talking! This kind of testimonial will go miles for you on the Internet with other customers. You can have testimonials on their own page, or better yet, thread them throughout the copy on the web site. It's much more dynamic that way. And if you have them on the main pages woven in with your text, and in sidebars there is a higher chance of having them read than if they are on a page by themselves. If your testimonials are focused and specific, this is a powerful technique to improve sales conversions by directing attention to the benefits of your product/service.

Remember, if you want your testimonials to do their job effectively, they have to be readable. You do not one that goes on forever and a day. No one reads the long ones anyway because they don't have time. What you do with long testimonials is break up the whole text into bites and scatter them throughout your site.

MONEY BACK GUARANTEES

Money back guarantees fall into the category of risk reversal marketing and they can, if actually handled properly, increase the conversion rate on your web site. Let's face it most products/services do come with a guarantee of

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some kind. And you use that guarantee on your site to make the customer feel safe, to say they will buy what you have to offer. What you want them to think is it's guaranteed to work/make me happy/get the results I expect!

Risk reversal marketing is smart marketing and came about as a result of marketers noticing people would not buy as much online due to the risk inherent in buying a pig in a poke so to speak. This of course would affect impulse buyers. When you buy anything, you make a deal and if you have no guarantee the customer is taking all the risk if the product/service doesn't meet their expectations. Realizing there had to be some give and take in the risk arena, online marketers started offering a money back guarantee to nab more buyers.

With a money back guarantee the risk of buying is shifted back to the seller. Now having said this, there are many "kinds" of money back guarantees. The best one is the one that lets you return a product with "no questions asked" or "for any reason" and gives you a free gift to boot. Then there are the ones that say "for the following reasons". This can get tricky because a customer might not like the product for a reason not listed. This is a way to limit risk, but it may boomerang on you if not handled properly.

A guarantee only has validity if the company offering it treats its customers the right way and backs their product 100%. To check that out, look for company reviews. The major problem with guarantees with conditions is customers find it hard to assess their buying risk. This risk doubles (to the customer) if they're not sure the company is reliable.

Also keep in mind there are two lengths of guarantees: 15 days and 30 days. The ideal situation is a 30-day guarantee, it will give customers lots of time to try out your product and see if it suits them.   Also with a 30-day

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guarantee, many people feel safer with having longer to decide about a purchase they made.

GIVE THEM NUMBERS

What is more apt to capture your attention? Copy written that says, "our product removes most blemishes in a short time" or "our product has been proven to remove 80% of facial blemishes in three days"? Obviously, the copy with the numbers is easier to understand and less vague. It also will get people's attention more. It sounds scientific and measurable giving it an air of credibility.

When you are writing copy that sells, you want to be very specific about the benefits. Why should someone buy this product versus another product? How fast will the product work to resolve their problem? How effective is the product in terms that are quantifiable and measurable? Do they know what to expect by the copy that you've written on the way the product works?

Another reason to give them numbers is that the human mind tends to quantify things in small units. It is simply easier to remember the benefits when they are listed out in percentages or day intervals that can be applied to a person's frame of reference. You can even make it more appealing, by using number metaphors that help them to understand exactly how wonderful your product is.

For instance, say you are selling tax preparation software to people who are trying to file their taxes by a certain date. What are the benefits? Is it the fact that the taxes can be done automatically? No! They can hire a tax preparer to do it for them. You have to offer the benefits in terms people understand. You might suggest:

Ninety-five percent of people using XXXsoftware received their refund within 3 days. Over 75% of people increased their refund, some even by as much as $2,000.

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It's obvious to see why this software would appeal to the average tax preparer who may be wanting to increase their refund or get it quickly deposited in their back account without going to a tax preparer.

Many large companies sell their benefits this way. McDonalds doesn't specially say, "We sell hamburgers." We know they do that. They say:" Over 99 billion served." That tells you that their hamburgers are so yummy that they fly off the shelves.

LIMIT THE TIME AVAILABLE

Limiting the time your offer is available is actually another smart business move. And can be a good motivator for people visiting your web site to buy – NOW! Why? Sometimes it's the things you don't buy you regret more than the ones you actually do purchase. So says a study to be found in the Journal of Consumer Research which takes a look at how time limited offers affect spending behaviors.

The study, published in the December issue of the Journal of Consumer Research, examines how narrow windows of opportunity affect spending habits. When shoppers choose not to buy an item, they often experience immediate feelings of regret.

> *A study in the Journal of Consumer Research suggests when shoppers choose not to buy an item, they often experience immediate feelings of regret.*
> *(Associated Press)*

The author suggested that selling cues such as "three-week sale" or "limited opportunity" tend to heighten the urge to spend and tie into the need to avert regret over **not** buying an item. This is due to the idea that one has to

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seize the opportunity when it arises or face a loss of that opportunity. Loss of capital or money is not as apparent in a buying decision as much as satisfaction of a need met.

Everyone likes to brag about the great deal they snagged on a perfect sale, but no one ever likes to talk about the deals that got away. This is a basic investment pyschology of people that are risk-averse more from not doing something than from doing something. So, ask your visitors to do something. Ask them to buy in your call to action and limit the time when they can get that great deal. This pushes those buttons that will give you some extra moments of browsing that might be the difference between a sale and no sale.

Just don't do like some sites that limit an offer and then after that offer is supposed to be over, it suddenly is extended. Consumers may act on automatic responses, but they're not stupid. There are furniture liquidation warehouses that have "final sales" over and over again. At some point, they lose all their credibility with their existing customers and must always search for new ones to make the up the difference. Your loyal customers are a goldmine, don't abuse them.

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CHAPTER 8:

DRAWING THEM IN

Great copy is only great if someone reads it. You can have the best team of writers doing your site and you are getting few visitors. Few visitors equates to poor sales. So, what do you do to draw those people to your site? You have to entice them to move from a high traffic area on the web to your website. Remember that if your copy is dynamic and influential, it will draw people to your site. It must first, however, be exposed to an audience.

SEARCH ENGINE OPTIMIZATION

As discussed earlier, search engine optimization (SEO) used to be the standard whereby copy was used to generate visitors through search engines. It is still a good strategy and can be helpful to a site in getting better exposure. However, now there are other social networking strategies that anyone can use that can be just as effective at improving your search engine placement AND attracting visitors at the same time. So, don't trash SEO, but remember to add your copy to social networking sites where people congregate and are ready to browse.

ARTICLE DIRECTORIES

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Before we go into the social networking areas, let's talk about article directories. We discussed email and text marketing. These are effective strategies for people who have already signed up on your site. However, where will you get the new visitors to come from?

Here is where article directories can help in giving your site a bigger exposure. You can have a copywriter write something relevant to your product that provides people with great content and directs them for more at your site. The article is posted on free article directories that often are distributed to many different people looking for new and interesting content that they can use on their sites.

This copy is not a hard sell, it wouldn't even be classified as a soft sell. It is merely a link generator. You are generating outside links with large traffic, to your site which may be still growing. You can mention your product as part of the article, but it shouldn't read like an infomercial. Instead, it should seek to be engaging, informative, and fun. It should make the reader want to click on the link included in the author byline which should be sending them to your site.

You should make the article free to distribute only on the condition that your byline and link goes with it. This can turn into a very viral form of advertising which can generate a lot of traffic, if your copy is good.

SOCIAL NETWORKING
There are places like Facebook, Google Plus & LinkedIn that are social networking sites. These sites create a web of people who network with each other. They can expand your network of business contacts or create a very

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sociable venue where you can reach out to customers on a virtual face-to-face venue.

Once you start making friends, their networks lead you to other contacts of people who have a similar interest to what your site is all about. It creates relationships that can turn into loyal customers. It can help you team up with people who have products that complement your own. Most importantly, to use a social networking site correctly, what a website owner wants to do is create a positive "buzz" about their product.

BUZZ IS WHAT'S HOT
Buzz is the byword that basically is used to denote the excitement and online trail of viral activity that makes a product or service appear personal, genuine, and a hot commodity. It is not viral marketing of sales copy. It relies on getting people to talk to each other, on a one-to-one basis, to generate excitement for a product or service based on those relationships. Ideally, it is an electronic word-of-mouth campaign picked up and promoted by the people on the social networking sites. It is not supposed to be about a marketing selling a brand to people and creating hype when no one even cares about the product or is talking about it.

So, how do you get someone to think your product is hot? Is there anything you can do to influence people's opinions and create buzz? Again, that's where your copy is going to come in. You want copy that influences people's behavior and that is so dynamic that they want to spread it to the next person in glowing terms. On the Internet, words are what sell and if you are

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creating buzz, it is because your copy is catchy and people find it personable.

TARGET POTENTIAL BUYERS
While it may be fun to elbow up to the in crowd, you aren't really there to be sociable. You are there to get exposure for your site and to hopefully convince some friends to become buyers. Like the Tupperware lady that sells to her close group of friends and invites them over for Tupperware parties, you also need to know who you think might be willing check out your website and products. You don't want to go into a social networking site and talk to people who want to buy a car and you are a realtor. This would not be a good use of time.

So, you not only need to get a profile set up on the social networking site that identifies your specialty, but also you need to identify groups within the social networking sites that have your common interests. This saves a lot of time marketing to people who aren't even interested. You want to know where your niche group is and spend your time there online.

YOUR SOCIAL SALES PITCH
By now, you probably are getting the idea that social networking is a little more sophisticated than plain sales copy. You're right! If you go to a social networking site or group and try to put in your best sales copy to generate interest, you will probably be flagged as a spammer. No one likes a spammer and few people will bother checking out a product promoted by a spammer. You have to be more sophisticated than just joining a social networking site and copying ads from your website to introduce yourself and

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your product in this area. Instead, you have to focus on the relationship first, and know when the opportunities for your sales pitch can arise.

Do you know how you are going to a make a sales pitch without having to initiate the conversation first? It's really very simple. Become the expert in an area that people are interested in that is relevant to your product and then do the Dear Abby thing. That's right. You are there to be an expert, not to sell things. Your profile should be professional and it should reek of "expert" consultant. If being the expert includes recommending your products, then, ah ha! You've snuck in your sales pitch.

That's one way to use social networking to generate sales leads. There are others. Maybe you are selling fun products for parties etc. Then, you can develop an online persona that is fun to be around. You can always include your signature on postings that point to your website that show you do fun for a living. This is perfectly acceptable and not considered spam. Always include a signature to any postings you do in social networking sites that point to your site to get the buyers from that site to yours.

DIFFERENT MEDIA FOR DIFFERENT SITES
Some of the fun and intricate part of social networking is that not every site uses the written word as their way to network. Some places are for video afficionados. YouTube is great for video clips and you will have to know how to create your own video to really join and be considered part of the social group.

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SOCIAL NETWORKING CONTROVERSY

One of the controversies of using social networking sites as a forum to sell your products is that this will detract from the geniuses of a referral. If too many advertisers find they are successful at generating buzz, the genuine buzz becomes hype and it no longer is effective at selling anything. Just like emails that flooded our inboxes and are now swiftly dispatched upon arrival, without ever being opened, if social networking buzz becomes hype then it will die from it's own success.

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CHAPTER 9:

FINISHING THE SALE AND BEYOND

Are you sweating yet? Writing great copy almost seems easier than attracting people to your site. It can be very hard to wait for traffic to increase on your site, but it eventually will with these techniques. If you really have trouble generating visitors to the site to read your copy, then check out companies that will help you to boost visitors using their own advertising schemes. They are actually not that expensive when compared to the time and energy expenditure of social networking sites.

Let's assume your visitors are streaming to your website now on a steady basis. Do you know how you will hook them and convert them from visitors to buyers? You have to have a plan before you get the traffic, because many people will visit a site once and be gone never to return. If you haven't hooked them in within that first brief initial visit, the odds are you are not going to see them back at your site again.

GONE FISHING
So, the cybertrout are in your stream. Now's the time to go fishing! You have to bait your hook and cast it in the waters. That's right. You should have something for your visitor the moment they get to your site. The copy has got them there, and it may even have kept them there, but unless you put a nice, juicy worm on that hook they are sure to be off on their way upstream to mate with some other lucky vendor.

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What can you offer your visitors without banging them over the head with your product? More copy! That's right. People who are on the Internet are looking for good information. They may have gotten to your site through a search engine. They may have gotten there because of something you said in a social networking group. They may have gotten there through buzz. However, they got there, something you said, directly or indirectly, piqued their interest. Why not satisfy that interest right away and get your foot in the door?

Always, always have on every page on your website, an area that asks your new customers to sign up and get a freebie. It can be a free report, free newsletter, or a free tip sheet on something relevant to your site. It can be a free coupon. It can be free alerts on environmental factors, if you sell allergy medication. It can be anything you think your visitor can use and would sign up for if all they had to do was give you their email address. That's right. Do not ask them for any other piece of information for now. You are not selling them anything at this point. You are hooking them into a relationship with you.

Do you remember when you were dating? Who did you like the best? Was it the man or woman who talked all about themselves and told you how wonderful they were? Or, was it the man or woman who listened to your needs and tried to get to know you better? Well, you as the website owner, are that suitor. You have to build that relationship first and work on getting the sale through the techniques we've described in this ebook. In short, the hard sell is more of a turn-off than it is effective.

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AUTORESPOND LIKE YOU ARE REALLY THERE

Hopefully, the visitor will give you their email address and now you've got them in the net, even if they're not quite in your boat yet. This is where you will want to have developed a series of great autoresponders.

THANK THEM FOR THEIR VISIT

The first autoresponder should thank them for their visit and assure them that their freebie is going to be delivered shortly to the email address they've submitted. Assure them at the end that the email address will not be sold, if it really won't be sold later on. Within this autoresponder, you can ask them to take an action again. If you have sent them a great report, you can tell them how the report relates to some product that you have and ask them to check out the latest deals or explain a limited time promotion for being a new member. Ask them to view other related products on your site or even make a purchase. Once they have a freebie, and you have their email address, now it's time to negotiate a sale.

However, don't expect them to buy right away. As we discussed earlier, they will need to see some repetition of the information to make a decision to buy. Just make it clear that now they are in the sales loop and should they need more information, you are the expert that can help.

Include in whatever freebie that you sent via email, sales copy that advertises other products and services. Always take the time to inform your visitors what is being offered for sale, what might be complementary to the information they've requested, and also ask for feedback.

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REQUEST FEEDBACK

When you request feedback, you are being the gentle suitor who reaches over the table and grabs a person's hand and stares deep into your date's eyes. You are listening. This serves two purposes. It establishes relationship and it gives you an idea of which products your visitors are looking for and how you can gear your market to better serve them. The best feedback form will offer another freebie to entice them to fill out a short feedback form. You can then ask them what brought them to your site, what products they are interested in, and any timeframe they might have for buying. Also, leave a space for personal comments that can help you decide if new products need to be added to generate sales or if your customer service is not up to par.

MORE AUTORESPONDERS

Everytime a visitor sends an email, posts feedback, or buys something, you should autorespond and take that opportunity to thank them and get them more acquainted with your site and services. You can even schedule weekly emails to go out with helpful tips. You can use a monthly newsletter to keep in contact with people on your site and remind them to return and visit again! Always seek to have copy being sent to people who visited you. They are your strongest potentials for becoming paying customers. Don't bug them too much, and if they request to be removed from a list do so. However, it should be clear when they sign up that they are signing up to be contacted with new offers etc.

ASK FOR THE SALE

Always ask for the sale in your autoresponders. Sell the benefits, but also get that call to action in there. You don't want the visitor to ignore the entire email because it didn't ask for them to buy something. The limited time offer works very well here because of the risk-aversion of not buying something

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and later regretting it. You can say something like: "Only 24 hours before this offer expires."

Use the surefire ways to get their attention and close the sale. You are going to have to place yourself in their shoes and think of all the obstacles they might raise for not buying your product and address them too. Offer them a variety of options for payment methods so that they can't opt out at the last minute because they don't have Paypal or they have to send a money order. Offering a secure online way to purchase your product is necessary to generate good online sales.

DID YOU OR DIDN'T YOU MAKE A SALE?
Whether you made a sale or not, you can use either information to finetune your marketing strategy. If you made a sale, something about your copy, your marketing plan, and how you presented things was effective. Do you know what part of your strategy worked? How about all those people who visited your site and didn't sign up or eventually buy? Do you know why they didn't buy?

This is why you are going to have to create a very rigid sales pipeline. You want to know what is working and what is not working, so that you don't spend time fixing things that aren't broken while the basement is flooding. Right? So, your sales pipeline should be able to track who showed up to your site, from where they came, what pages they visited, how long they were there, if they signed up, and how many times were they contacted before they bought, or did they ever buy? These are all very important pieces of information for the longterm health of your online business.

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TRACKING VISITORS

Your website should come with an area that is usually known as an administration panel. It should allow you to see how many visitors are coming into your site and where they are coming in from. It should also show you which pages on your site are accessed more and how long people spent on your site. It should show you the number of unique visitors in a month and whether the trend is increasing or decreasing. It will even split it up based on countries and other factors.

If you want to get more data about the demographics of your visitors, you can always include that in your feedback form. Remember we told you in the beginning that you had to identify your audience? Well, this is one way to do that. You want your copy to be aimed at the market that is interested in your products and services and you want them to open their wallets.

You will want to know which copy is attracting more visitors. If you find one page on your site gets an enormous amount of attention, you will want to post links to relevant products and expand that area. This will help you to remove areas that don't work well and focus on those areas that are bringing in eyeballs and potential buyers.

Lastly, you can see where people came from. Maybe they found your free article on the article directory and they are coming from that area. Then, you know that you should post more free articles and aim your energies there. If you see few referrals from a site you spent a lot of time on developing links, you can cut your losses short and not continue to focus energies there.

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TRACKING THE SALES LIFECYCLE

Once the visitor is there, how many of them converted to members and signed up to receive a freebie? This is very crucial information. If they aren't willing to get their name on your email list, they are likely not going to turn into buyers.

You want to be very effective at converting web surfers into interested participants on your website. If your conversion rate is low, then you need to change the freebie and amp up your sales copy. This is the opening to your pipeline. If they don't enter, you don't make a sale.

Once you have them in the pipeline, you should know exactly how they will be marketed and what products you are going to promote in each email autoresponder or freebie. This can build a database of valuable information on what autoresponders are more successful than others. If you are losing people, then you will want to know in what part of the lifecycle of freebies, autoresponders, and special offers you lost them. Either way, this is valuable information. You will know exactly what is working and what is not working.

If your pipeline is not very well built, you won't know what part of your website or product promotions are successful and which are not. Of course, total sales will give you a great idea of how successful a product or service is, but do you know at what point in the marketing cycle that product was offered? If you are getting more sales in the initial stages of the pipeline, then you know that this is an effective area. You can then concentrate on building sales at the end of the pipeline by adding complementary services and goods.

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CHAPTER 10:

SALES COPY MADE EASIER

Writing sales copy isn't all about content. It is also about presentation. If you picked up a brochure on a table and all you saw was one giant paragraph, odds are you would put it right back without reading it much. In this multimedia age, people expect to be fed information in a way that is so easily digestible that it has almost been "pre-chewed" for them. That means, they don't want copy that is too hard to decipher, that is hard to read, or that makes them tired after they're done reading it.

Here are some simple presentation skills that you should use in all your sales copy to help your copy jump out of the page, grab the reader's attention, all the while they are being fed the most important benefits of your product or service.

PAY ATTENTION TO WHITE SPACE

Your web page or paper is your canvas. You don't want to fill every inch of your canvas with words. Leave some white space for the reader to appreciate. This serves two functions. One, it is more visually appealing. Two, it is less tiring on the eyes. If you have very little white space, what ends up happening is that your copy looks cluttered and too difficult to wade through. This may seem trivial, but it is actually one of the most important pieces of information on good web page design and copywriting.

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In this age of multitasking and digitized communications, having to wade through a ton of copy to get a message across is just too much work for many people, especially those who are busy. You don't know when the visitor actually is finding your website. They might be at work on their lunch break. They might have stumbled on it from a search engine. They might even have had a friend tell them about it on a social networking site. Odds are, they aren't going to want to give you more than three minutes top to make a good impression. If that impression is one of clutter and disorganization, you will have lost a visitor potentially before they've even read a single word.

GROUPING AND EMPHASIS

If you want to add white space without ruining your copy, there are several ways to do it. The most obvious is to write copy that sells the benefits in bulleted lists.

Take a look at the following two examples.

Introductory Paragraph One

Welcome to our website! We are selling organic products that we think you will love. We are committed to bringing you the most natural products from around the world and making it easy for you to shop for them in the comfort of your own home. Look through our great selection of health and beauty products to find something right for you.

Well? What did you think? Booooring. Not only boring, but it was a cliché from the get go. How many sites have you gotten to that say welcome to

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our website? Do you see how the first paragraph talks about the company but in such vague terms and in one continuous monologue that basically is asking you to lose interest? Let's try it again.

<u>Introductory Paragraph Two</u>

100% Certified Organic Products From Around The World

We proudly offer:

- **Unique** and **practical** products to improve your health

- **Quality** products that bring out your natural inner beauty

- Over 20,000 items in stock from 15 different countries

- Money back guarantee

- Free shipping on orders above $50

Do you see the difference here? You have sold the benefits of your particular website offering. You did it in fewer words than the first paragraph and you did it with ample white space. Bullets and lists are perfect for this.

This example should prove to you that grouping your information in bulleted lists could have a dramatic effect on the presentation and communication therein. In this world of byte-sized operations, people are used to getting things this way. They don't want to have to dig through a large amount of copy to find out exactly what you are selling and what makes it so special.

If you paid close attention to this example, you will also notice that some words were bolded. This type of visual emphasis can also drill in your benefits without having to add more words.

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You can also use different fonts, underlining and other types of visual effects to make some words have higher memory stickiness than other words. This is not only useful for getting your point across to people, but some search engines even add some weighting to words that have been bolded and underlined.

So, be very careful how you decide to create emphasis. There are traditional areas where emphasis is given, however, like titles and paragraph headings.

TITLES AND HEADINGS

If you go back and read this ebook and pay attention to the headings, you will see that they are done differently to give them individual emphasis. The chapter headings are bold, very large, and left adjusted on the page. The subtitles and headings have their own unique formatting depending on whether they are groupings within a chapter or headings within a sub-grouping. All this is NOT just to give you a nice outline of how the content is flowing, (although it is good for this). It's also to create the layout of the ebook and to add some white space to the text. It is far more visually appealing and easier to read then if it had been one entire paragraph from start to finish.

In web copy, it is sometimes admissible to separate larger paragraphs into two smaller paragraphs, even though they are on the same theme. The reason is that you don't want your page to look like one giant paragraph and website space is more at a premium; which brings us to another point about white space. The first three inches at the top of your web page are the most visible on every computer platform out there. This is the space to capture people's attentions. Don't waste it with an advertising banner UNLESS you are getting paid big bucks to do so.

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YOU DON'T HAVE TO GET FANCY

You've probably seen those elaborate web pages that open up into a multimedia presentation. They're great if you have an upgraded pc that is pretty modern. Otherwise, you may be shooting yourself in the foot. You don't have to get fancy to get someone's attention, especially if that someone is still using a modem line and won't even appreciate the film you uploaded to your site. It will most likely make their pc freeze.

If you want to reach the widest audience possible, stick with words. You don't have to even have sound on the machine to read a text message. You don't have to download RealPlayer or any other fine little piece of software to open up your web page. You don't have to crash out of your website and re-boot your machine when all you have presented there is pure text. If some of the videos and multimedia software things enhance your site, it's still a good idea to put a link and warn people that they are opening something in a different format.

INCLUDE GRAPHICS

You can include graphics to spice up your sales copy. Graphs are really good to indicate how a product is effective or saves money. Pictures are very powerful communicators, just like words. Use them sparingly and make sure that they don't drag to load. Whether your copy is on a web page or a piece of paper, you want to make sure to intersperse the graphics at reasonable intervals. You don't want to overload a page and make it too cluttered and you don't want it to be so simple and unattractive that it doesn't grab anyone's attention.

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The charts or graphs can be wonderful for compressing a large amount of information into a relatively small space. It can make your products appear to be scientifically tested and give an analytical bent to your image. They do need to be supplemented with text that supports the image, but that is also not long-winded or complicated.

Graphics are handled differently than text in a search engine. If you have information that you want a search engine to pick up, make sure you add text so that it is written in as copy. Also, don't use graphics to get better lettering or an original font. If it is a graphic and not an actual font like Verdana, the search engines will skip over it for the most part. The text should always be written in a font that is easily readable to the reader and to search engines.

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