



**COPYWRITING**

**CASH**

**How To Turn Your Words  
Into Piles Of Cash**

# Copywriting Cash

## How to Turn Your Words Into Piles of Cash

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# **Introduction**

You can't always judge a book by its cover.

It's an old cliché, but in most cases, it holds true. Unfortunately, in today's busy world, there is simply not enough time to get to know the person, the product, or the company fully.

Most of the time, in today's fast-paced society, **first impressions decide everything.**

When you meet someone, you cannot help but notice the color of her hair, the smell of his aftershave, the choice of her clothes. We all do it. **We judge with our eyes first and judge with our brain second.**

Even those who claim they do not judge someone or something on first impressions are lying to themselves.

The reality is this: **We cannot help but judge things on first impression.**

It's part of our nature. This holds true for everything in life, from first meetings of people to first impressions of events. It also rings true for business.

**This is why a perfect sales letter  
is so essential for any copywriter.**

A sales letter is the **first interaction with the client, the first impression**. Your client cannot help but judge you and your idea based entirely on this **first impression**.

There is simply not enough time in the world to hear, understand, and apply every single sales pitch that comes through the door. **It is your sales letter that will either make or break you.**

In order to ensure you are putting the right foot forward, you need to make your words in your sales letter light up the page.

When it comes to copywriting sales letters, **the key to success is in getting the perfect message across with the perfect words.**

But how can you ensure that your sales letter is a guaranteed success? How do you write the perfect sales letter? Copywriters have been asking the same question for generations. And this eBook has the answer.

### **The answer lies in the "AIDA Formula".**

**The AIDA Formula** is a simple, yet **100 percent effective**, method to turn your words into piles of cash. It works by targeting the following four criteria in your sales letter:

- **Attention**
- **Interest**
- **Desire**
- **Action**

It seems simple enough. But does it actually work?

The answer is "Yes".

Here's why:

- **The AIDA Formula** uses carefully selected words and tactics to grab your client's **attention** and make them want to read on.
- **The AIDA Formula** targets certain **interests** for your client based on your client's specific expectations and emotions.
- **The AIDA Formula** works on the client's needs and wants, focusing in on their **desires**.
- **The AIDA Formula** uses an effective and efficient **call-to-action** method that will speak directly to the client and persuade them that your sales pitch is really the best and only choice out there.

**And, most importantly, the AIDA Formula** is a **tried and tested** way to ensure success when copywriting a sales letter.

But the question still remains- How can you guarantee that you are using the AIDA Formula to its full-selling potential?

It's easy.

Simply read on to learn **how to make the most out of the AIDA Formula and reap the financial rewards**.

**This eBook offers simple, step-by-step instructions and information on turning your words into riches.**

- 1.** Learn how to **profile and create a framework** for your market before writing your perfect sales letter.
- 2.** Understand the **structure of the sales letter** from the inside out to ensure the most successful all-around letter.
- 3.** Uncover the secrets to **attention-grabbing headlines** such as **trigger words and curiosity stimulators**.
- 4.** Explore how and why arousing interest in your client is so important and read tested methods to **trigger emotional, physical, and financial interest** in your client.
- 5.** Discover why desire is so vital to making the sale and learn how **to stir up your client's emotions** with effective tactics such as a **bulleted-benefit list**.
- 6.** Learn the secrets behind getting results with **call-to-action** tactics that actually work, including **social proof and risk reversal**.
- 7.** Finally, explore the **Test and Tweak method** of copywriting sales letters. Test and Tweak is a way to **test, track, and ensure the best results from your sales letters**. Why you should test and track, how you should test and track, and what exactly should be tested and tracked is all outlined in detail.

So what are you waiting for?

**Your perfect sales letter that promises you  
copywriting cash and selling success  
is only a page away!**

# Laying Down the Framework Before You Write Your Letter

Before you jump into that comfortable office chair with an extra large coffee and begin typing up the perfect sales letter, you need to take a big step backwards. There are two extremely important things that need to be done before you can even begin to write a sales letter.

- First and foremost, you need to **understand and profile your market**. After all, when it comes to copywriting for cash, what use is the perfect sales letter without the perfect, targeted market?
- Second, you need to **create the framework** for your sales letter. This includes the basic structuring and formatting that will enhance the visual aspects of your letter.

Targeting your market and structuring your sales letter is just as important as finding the perfect words. It will ensure you are **pitching to the right audience and adding professionalism to your copywriting**.

So, hop off that comfortable chair, grab a pen, paper and your brainstorming cap, and let the target marketing begin!

## Profiling Your Market

You may think that narrowing your target audience means you are narrowing your potential clients. After all, target marketing narrows

the mainstream market and focuses on a smaller sector of potential clients.

Why would anyone want to limit their market to include less people? The larger the market is, the more sales you will produce, right?

Not necessarily.

Here's why:

- Even though you are limiting your focus area in numbers, you are **getting the clients who specifically want** what you are selling or offering.

This is often referred to **as niche marketing** where you focus on a certain niche and create products and services directed at this targeted audience.

- By narrowing your target market, you are able to save time, money, and effort on marketing and copywriting. **Focus on those clients interested in your product or service and don't waste your time and money on the rest.**

Here's an example: Say you are targeting a large market of 200,000 people. If only 1 per cent of people are actually interested in your product or service, you have only reached 2,000, but wasted a lot of marketing money in the process.

With target marketing, you only focus on a target audience of 20,000 people, all of which are interested. This increases your rate of sales to, let's say, 30 percent, or 6,000 people. **You are left with triple the sales and triple the profit.**

**Even though target marketing limits the number of people you are focusing your product on, it attracts more of the customers you want.**

In your marketing analysis, and, later, in your sales letter, you need to show that you've done your homework, you've researched the audience, and you know how to connect to this specific market.

You may think target marketing is used only for your niche market, **the people who are going to buy your product.**

However, when it comes to copywriting your sales letter, you also need to take into consideration **the clients who are reading it.** This may include a business committee or a parent.

This means that you need to analyze **both your potential niche market AND your clients who you are selling your copywriting pitch to.**

In some cases, they will be the same. In other cases, they will not.

For example, if you are going to a large company to pitch a certain product to them, you need to analyze **both your target audience and the members of the decision-making committee.**

Or, if you are pitching a new range of children's toys, you need to appeal to **both the child and the parent** who will be reading the sales letter and purchasing the products.

However, if you are pitching **your sales letter to the general public**, in say, a specific mail-delivered letter, you will need to analyze only your target market.

Before you begin writing your sales letter, try to understand your potential clients you are pitching your sales letter to.

Are they mostly hard-working, business-type males? Are they stay-at-home mothers? Are they women trying to lose weight? Are they low-income backpackers?

When it comes to profiling your market, you need to **focus on three specific criteria:**

**1. Demographics:** Age, geographic location, gender, income, marital status. All of these are essential to learning the most about your target audience. **The more specific, the better.**

All of these things will be directly related to your target marketing pitch.

**2. Lifestyle and Personality:** You need to look at more than just a person's statistics to really understand their wants and needs. This is where an **analysis of lifestyle** comes in.

How does your target audience spend their free time? What are their **hobbies, their interests**? What are their **spending habits**? Are they crazy? Are they impulsive? Are they reasonable? Do they think with their hearts or their heads?

Sometimes this can be hard to determine as you cannot physically get into your target audience's head and see how they spend. However, focus groups are helpful. **Interview potential customers to see how they work.**

For example, if you are targeting lower-income male sports fanatics, take a trip to the local university or college and talk to some of the varsity teams.

**3. Desires and Motivations:** This is equally, if not more, important than demographics. Finding out what **drives your potential customers** is the secret to successful selling and copywriting.

Play on their motivations and their desires. What gives them hope? What makes them happy? What makes them upset? What makes them want to reach out and take action? What do they need? What do they want? And, why?

Ask yourself these questions, or, better yet, **offer a focus group** to find out firsthand. Before you can write your way to success, you need to understand what drives your clients and **what makes them want to buy.**

**You need to know as much about  
your target audience as possible to ensure  
you can reach them in your copywriting.**

To learn more on how to identify with your target market and run controlled experiments so that you can learn as much as you can about the members of that market, check out "[Internet Marketing Research: How to Discover What Sells and What Doesn't.](#)"

Another great way to profile your market and find the right words for your sales letter is by **asking yourself a few simple questions**. So, grab a pen and paper and let the brainstorming begin:

- **WHO:**

Who will see your sales letter? Stay-at-home Moms? A company committee?

Who will need your product?

Who will want your product?

Who will be able to afford your product?

- **WHAT:**

What makes your product better than any others?

What makes your product stand out?

What kind of person would need this product?

What is the most important aspect or benefit of this product?

- **WHERE:**

Where will you pitch your sales letter?

Where would your product come in handy? Around the house? At the gym?

- **WHY:**

Why would anyone want your product?

Why is your product special?

Why is this product in demand? (Or is it?)

Why do you, personally, love this product?

Once you have your answers, you need to **directly relate them into your sales pitch.**

**In fact, these answers will act  
as the basis of your sales letter.**

Now that you have your profile market and the basic focus for your sales letter, you need to ensure your **sales letter structure also surpasses the standards.**

This is where creating the framework comes in.

## **Creating the Framework**

In order to ensure success with your sales letter, it must look **presentable, readable, and proficient.**

Think about **your personal experiences with sales letters** in the mail.

Which ones grab your eye and make you keep reading? Which ones are thrown out before you even glance at the letterhead? Which ones look professional and respectable and which ones look like a child may have written them?

In most cases, **the sales letters that kept you interested are the ones that look professional.**

In fact, if your sales letter does not follow a certain structure, then most clients will simply brush it off.

**In order to put your best foot forward in a sales letter, you must provide a professional layout.**

Below is the standard structure for a successful sales letter. Of course, you can vary this layout to suit your specific product or service but it's always a good idea to create a framework similar to the step-by-step instructions:

1. Your company **letterhead** should be at the top of the sales letter, centered. (Optional, only if you are targeting offline.)
2. On the left-hand side, your sales letter should have: (Optional, only if you are targeting offline.)

**Customer/Prospect Name**

**Company Name**

**Address**

**City, State, Zip**

3. Next, your **headline**, a strong, catchy, attention-grabbing phrase, should be centered and bolded.
4. The actual sales letter should begin with **Dear Customer's Name** on the left-hand side in standard font.
5. The **content** of your sales letter should be comprised of **a few short paragraphs** with either **bullet points** or a couple of attention grabbing **subheadings**, bolded.

Offer a **guarantee, a promise, a free quote, and/or statistics** to further persuade your reader to take action.

6. Your **salutation**, such as "Warmest Wishes," "Sincerely," or "Best Regards" should be on the left-hand side, directly below your content paragraphs.
7. Below this, you should include your details such as:

**Your Name**

**Your Phone Number**

**Your email address**

**www.yourwebsite.com**

8. It's a good idea to include a **P.S. Note** that explains any deals or specials and offers a call to act **Today, Now, or Immediately**.
9. Finally, at the end of your sales letter, include a **testimonial**, bolded, centered, italicized, or bordered so that it really stands out.

Your testimonial should **emphasize your company's hard work, outstanding service, and exceptional product from a well-known company or similar target audience member.**

Not all sales letters are the same. You want your sales letter to stand out, but also to follow the standard structure.

Play around with the paragraphs, the fonts, and the design until you find one that works for you and for your potential clients.

Also, **keep in mind your target audience** when creating the structure for your sales letter. The layout will **change depending on the target audience.**

For example, if you are targeting a group of middle-aged, no-nonsense business males, a standard font such as Times New Roman and the standard layout is most likely your best bet. This layout says, "I mean business" and "I know what I am doing."

However, if you are targeting women looking to get in shape with a new gym membership, then perhaps you should choose a more bouncy font such as "Comic Sans" and add a splash of color and sass to your sales letter.

Or, if you are targeting lower-income busy college students, a bolder, fresher font might be best and a less-professional, more scattered sales letter layout might be more appropriate.

**It's entirely up to you.**

Base your structural decisions on your market research, focusing on the desires and needs of your potential clients.

Try to **put yourself in their shoes** in order to determine the best route to take.

**Creating a professional, yet personalized layout  
for your sales letter is the first step to  
copywriting success.**

Once you have mastered your target audience and professional sales letter, you are ready to return to the computer desk and begin your perfect sales letter.

# Turn Heads with an Attention-Grabbing Headline

Copywriting sales letters can be a daunting experience for any copywriter or business person. After all, how can you ensure your words are what the client wants to hear?

Furthermore, how can you **guarantee that the client will read on** and not just throw your hard work into the rubbish bin?

**The secret to success lies in the headline.**

That's right. The headline grabs the reader's attention. Its job is to get the prospective customer to read the first line of the letter. The headline **must lure in the reader and persuade him/her** to read more.

Think about it: In your own daily life, how often do you make a decision based specifically on the headline?

In the movie store?

In the bookstore?

In the department store?

In the grocery store?

Most likely, you make your purchasing decisions based on the title, the brand name, or the slogan – essentially, **you base your decision on the headline of the product.**

In order to ensure your headline makes the cut, simply follow the guidelines below. Then **adapt, apply, and enhance your own headline** to guarantee copywriting success.

## **Characteristics of the Perfect Headline**

The headline is the most important part of your sales letter. Ideally, the headline should have one or all of the following **four characteristics**:

### **1. A Benefit:**

Your headline should put forth the biggest benefit of your product. This can include a **massive price decrease, the best-in-the-business product, or a brand new one-of-a-kind service**.

For example **“75% Off,” “Once-in-a-Lifetime Opportunity,”** and **“You’ve Never Seen This Before”** all promote an attention-grabbing benefit. However, a general rule of thumb is to always promote the benefit before the price, unless the price is the benefit.

This benefit should be **directly related to your target audience’s needs or wants**.

### **2. A Promise:**

Keep in mind when you make a promise or a guarantee in the headline, you need to follow up on it. In other words, **keep your promises**.

State your promise or guarantee in the headline and use the paragraph below to further explain this promise.

For example **“Results Guaranteed or Your Money Back,” “30 days Free Trial,”** and **“Guaranteed to Look Better in 5 Days”** all make a promise that will turn heads.

### **3. Curiosity:**

Curiosity may have killed the cat, but it will work wonders for your sales letter headline.

One of the best ways to **arouse curiosity is with a question.** However, do not use a question that can be easily answered with Yes or No. **Instead, choose a question that you need to explain.**

For example, **“How would you like to fit into those Skinny Jeans again?”** or **“How would you Make an Extra 1000 Dollars a Week?”**

Once you have stimulated your clients’ curiosity, further intrigue them to read on with a simple response followed by a better explanation in the following paragraphs.

For example: **“Read on to Find out”** or **“It’s Completely Possible and Doable!”**

**Make sure you promote curiosity directly triggered towards your target audience and how your product will benefit them.**

#### **4. Trigger Words:**

Make your words work for you. Trigger words will do just that. They are **created to raise interest and attention in your readers.**

Words such as **"Amazing," "New," "Free," "Revolutionary," "Sale,"** and **"Guaranteed"** are all effective trigger words that have been tested and used by several big companies. This is because they work.

It's a guaranteed fact - **people are drawn to these words.**

Other trigger words include **"Discover," "How To," "You," "Learn," "Fantastic," "Powerful," "Improved," "Easy," "Hottest," "Best," "Secret," "State of the Art," "Incredible,"** and **"One of a Kind."**

Experiment with other trigger words targeted towards your audience.

For example, if you are targeting busy **stay-at-home moms**, trigger words may include **"Self-Indulge," "Alone Time,"** or **"Relaxation."** All of these promote a stress-free break from all the hassles of running a household and organizing a family.

For those trying to **lose weight**, great trigger words include **"Fat Free," "Low Calories," "Look Great,"** and **"Lose Weight."** These

play on the motives and desires of the target audience, which is exactly what a headline should do.

Now that you know what a perfect headline entails, it's your turn. Write ten different headlines using the above four criteria and test it on your family and friends.

See for yourself how **effective a headline can be**.

## **How to Choose the Perfect Headline**

Inspiration for the perfect headline is all around you. **Television commercials, Internet banners, bus billboards, and magazine advertisements all feature headlines** that most likely work, especially if they grab your attention.

However, the question is, how do you choose what inspiration to use? How do you know that your headline will get you the results you want?

Simply read on to discover the **five ways to ensure your headline is successful**.

### **1. Become your own Focus Group:**

On a daily basis, you are bombarded with hundreds, if not thousands, of different advertisements. In fact, you most likely don't realize you are being targeted.

According to experts, out of the hundreds of advertisements we see each day, **an average of only 12 advertisements actually register** in our brains. Nine of these advertisements offer positive connotations while three are negative.

You need to **become aware of the different marketing tactics** out there.

**Take note of which advertisements work for you.** Jot down the headlines that work. Scroll down the ones that don't. This is a good place to start when searching for the perfect attention-grabbing headline.

To obtain a 400+ page collection of sales letters that have sold millions of dollars worth of products and services so you can learn how to write more compelling sales letters, check out "[Ewen Chia's and Dan Lok's Underground Sales Letters.](#)"

## **2. Trust in your Headline:**

You need to believe your words before you can sell them. You need to have passion, to have faith, and to **have trust in what you are communicating.**

**This sincerity and enthusiasm will show through  
and be reflected in your copy writing.**

### **3. Practice makes Perfect:**

Write several different headlines using different trigger words, curiosity stimulators, benefits, and promises.

["Ted Nicholas' Best Sellers"](#) collection gives you three ebooks from one of the most respected and successful copywriters of all time. This collection will enable you to quickly learn which trigger words are magic words, how to turn those words into money, and how to publish a book and earn thousands or millions of dollars from this knowledge.

In fact, write as many different headlines as time allows. Then, ask advice from colleagues, family members, friends, and neighbors. **Get as many opinions as you can and make the decision based on their results.**

It's hard to make a decision based on your own copy writing. You are attached to the words, to your writing, and thus, you are bias towards which headlines are the best.

Getting an outside opinion, or opinions, will limit the bias and **provide a more thorough outlook on your perfect headline.**

### **4. Word Play:**

Finding the perfect words can be a long and tedious process. You need to find the balance between **creative yet clear, clever yet communicative**. This usually involves a lot of brainstorming and word changing.

Consult a **dictionary, a thesaurus, and this eBook** when brainstorming your headline. Look at different trigger words and always use strong verbs.

Another important element when it comes to wordplay is to ensure that **every word counts**. Your headline should be bold and short. This means any additional words such as “an,” “the,” and “a” are a waste of essential space.

### **5. Finally, Don't Give it all Away in the Headline:**

Although you need to **draw the readers in and arouse their curiosity**, you need to save something for the rest of the sales letter as well.

Simply offer a benefit, a promise, a question, or another curiosity enhancer **without providing too much information**. Your headline should be short and compelling. It should never be more than a sentence or two at the very most. It should grab the reader's attention and lure them in.

**Your headline should leave your potential clients wanting more. The content paragraphs will do the rest.**

## Even More Attention-Grabbing Secrets to Success

The headline is the most important aspect of the sales letter. However, there are other **tricks of the trade to ensure your entire sales letter grabs the reader's attention** and keeps them reading.

Simply read on to uncover these simple, yet effective secrets to copywriting success.

- **Avoid the CAP LOCKS:**

Although Cap Locks may seem like an attention-grabbing statement, it is actually more **annoying and impersonal** than anything else. Cap Locks is the equivalent to screaming at someone. **You do not need to scream your message to your customers.** Furthermore, Cap Locks can be extremely difficult to read.

- **Add a Dash of Color:**

Using **different colors to mark key phrases** is an easy secret to success. It is visually stimulating and provides a more colorful approach to the standard boring sales letter.

- **Use Numbers and Statistics:**

People respond well to **numbers, percentages, and statistics.** The eye tends to go straight towards the symbols and numbers when scanning a page.

Make the most out of this by **providing factual numbers** about your product or service.

- **Vary Paragraph Widths:**

In your sales letter, you need to keep the reader's eye moving. This is a very effective way to do this. Add an extra space or two between the headline and the content.

**Center the important ideas** such as the Subtitles and the Testimonial.

- **Include a Return Address on the Envelope:**

Something as simple as a return address of the envelope will differentiate your letter from the typical junk mail.

Use a **handwritten font** that is easy to read but also more **personal**.

- **Use Real stamps and Official Envelopes:**

This is another simple, yet effective, attention-grabbing tip. Official envelopes, although they may look like bills, are almost always opened.

You need to **sell your company as well as your product** and the first thing your clients will see is the envelope.

- **Include a Brochure (if possible):**

A brochure, or the equivalent, is **visually stimulating** and provides interest on its own. Although this can increase your production costs, it will also **increase your chances of success**.

These seven tips are easy yet effective when it comes to gaining the right attention from your sales letter. Like in life, the **success of your sales letter all comes down to first impressions**.

**So make the right first impression with an  
Attention-grabbing headline and sales letter  
that will guarantee your success.**

# Gaining and Maintaining Interest

You've hooked them. Your prospective customers have kept reading past the headlines.

Now what?

**Now you need to keep them interested.**

Once you have mastered the art of attention-grabbing headlines, you need to focus on **gaining and maintaining interest** in your readers. This is easier said than done.

After all, how many sales letters do you personally throw away each and every week?

However, with the steps outlined below, maintaining your customers' interest does not have to be an overwhelming and impossible task.

**Provoking interest usually occurs  
in the follow-up content paragraphs.**

That is, in the **AIDA Formula**, **Attention** is usually associated with the **headline** while **Interest** is generally connected to the **follow-up paragraphs**.

There are plenty of effective ways to maintain your reader's interest in the follow-up paragraphs.

The two most important things to remember are to **keep your follow-up paragraphs short and sweet and to identify with your target audience.**

## **The Yawn-Free Approach to Maintaining Interest in your Readers**

Let's face it. Most sales letters are a snore. Most promote something you are completely uninterested in with lackluster mumble jumble that is anything but creative.

This is because **most copywriters do not know the secrets to keeping their sales letters interesting** and ensuring their customers will continue to read.

They do not do the **target research**, nor do they take the time and effort to find a **creative, yet communicative**, way to relay their message.

However, you have the upper hand. You know the secrets. You have access to the tricks. **You have the tools needed to write an informative and interesting sales letter.**

Simply read on.

### **1. Ask a question:**

If you have asked a question in your attention-grabbing headline, then do not ask another one in the follow-up paragraphs.

However, if you haven't already taken advantage of this creative interest-holding tip, then do so in your follow-up paragraph.

Ensure that your **question lists the best benefits of your offer**. Explain to your reader how your product will make his/her life better or how it is better than all the other competitors' products.

When answering your question, choose words such as **"Here's how"** or **"Here's why"** followed by a quick one or two sentence explanation.

## **2. Use the Right Lingo:**

Your sales letter should have a **personal element** to it. Speak to your client as if he/she is your friend and **adapt your writing style to your target audience**.

This does not mean you should use colloquial words like "Dude" or "Surfs up" when promoting surfing equipment. However, it does mean conforming to your certain target audience.

Do not use business, legal, or administrative jargon and pretentious words if your target audience is the non-business type. However, do use business jargon when targeting the everyday business person.

## **3. Provide an Anecdote, Story, or Cliffhanger:**

Another great way to begin your content paragraphs and engage readers is with a **simple anecdote or story**.

This will act as the “hook” used to lure your readers in. Readers will feel **compelled to continue reading to find out what happens at the end of the story**. An anecdote or a story can also **help readers identify** with your copywriting, especially if the story or the problem is universal.

**Try to choose a story that directly relates to a problem your target audience faces and demonstrate how your product is the solution.**

#### **4. Give Doubts:**

Addressing some of the common doubts your readers will have demonstrates to them that not only are **you on the same page, but that there is an answer to their doubts**.

Some great opening liners when it comes to addressing doubts include:

“Sounds too good to be true? It’s not....”

“I was skeptical too but....”

“Unbelievable, right? Incredibly enough, it’s 100 percent true...”

If **you address these doubts before your potential client has a chance to think about them**, then they will continue to read simply to discover the answer to their doubts.

It’s a simple, yet effective tactic.

When addressing the doubts, make sure you **provide a convincing answer with several reasons how and why your product will benefit your customer.**

By addressing the counter-side to your argument, you are further persuading them to keep reading and give your product a try. **This is an essential secret to successful copywriting.**

### **5. List Reasons in Bullet Form:**

Bullet forms, or numbered forms, are **easy to read and visually stimulating.** Even if your prospect is scanning the documents, he or she will automatically stop at the bullets.

Keep the reasons **short and powerful** and **include numbers and statistics** if you can. Again, this is a great way to trick the reader's eye into taking notice.

Consider the following two examples:

- a) Easy Trim is fast and effective and guarantees results. Furthermore, 90 percent of customers were fully satisfied.
  
- b) Easy Trim is:
  - Fast and effective
  - Results guaranteed
  - 90% of customers 100% satisfied

Which one catches your eye? If you're like most people, you would have said the latter.

## **6. Use Subheadings:**

Subheadings **re-gain the interest in the reader**. They are typically bolded and centered. Most subheadings offer **a promise, a guarantee, or provide an important statistic or feature** about your product or service.

It's a good idea to include **one subheading in your sales letter** that further enhances your product and grabs the interest of the reader.

When it comes to writing subheadings, the same rules apply as headings. You need to grab the reader's attention and lure them back into your letter. This is often done with **curiosity stimulators, promises, and trigger words**.

Some great subheadings include: "Guaranteed Results or Your Money Back," "Free Trial for 30 Days," and "75% off All New Stock."

## **7. Describe BOTH Features and Benefits:**

Another important way to engage interest in readers is by including **simple phrases that explain the features and benefits**. You do not want to make a boring list of all the reasons why your product is best.

Instead, **keep it short and simple and pick and choose the most powerful features to include.**

You need to highlight **both the features and the benefits.**

A feature is something that **makes your product stands out** while a benefit is what the **feature will do for your customer.**

For example, a feature is “Fat Free” Yogurt while the benefit is “losing weight.”

**In most cases, it is the benefits that sell,  
which is why you need to list both  
features and benefits in your sales letter.**

#### **8. Reiterate your Promise:**

When you are nearing the end of your sales letter, you need to quickly summarize why your product is the best. **Remind the reader about the features and benefits without re-iterating everything** you have just said.

It's important to focus **only on the main benefit** of your product when providing your summary sentence.

## 9. Add the Clincher:

The clincher is the final **premium or bonus** that you offer, **usually in a P.S. form**. The clincher is essential to convince the customer to take action.

However, the clincher will be discussed in detail when looking at the **Action** aspect of the **AIDA Formula**.

**The above nine tips will ensure that your potential customer remains intrigued throughout your sales letter.**

**So, keep your client interested in your copy writing** and ensure that your sales letter remains in the hands of your clients, not in the recycle bin.

## **How to Prove your Product is Worthy**

Your customers need to know **why your product is worth their time and money**. And you need to show them.

**In fact, as a copywriter, it is your job to convince your readers that your product is worthy of their money.**

In order to do this, you must use engaging sales letter tactics that maintain interest all the while proving that your product is the **right product for your customers**.

This can be done with any combination of the following tactics, guaranteed to **prove your product worthy** to even the most skeptical customers:

**1. Emphasize cost-to-value ratio:**

Use bold statements to directly show how the **cost is only a fraction of the value of your product.**

Phrases such as **“The same value at a fraction of the cost,”** **“Incredible quantity at only one-tenth the usual price,”** and **“Triple your Savings!”** emphasize the cost-to-value ratio.

**2. Explain why you are better than the competition:**

You do not need to make individual stabs at certain competitors, but instead use direct phrases that explain how you are better.

Phrases such as **“No one can match this”** or **“Others may try but cannot compete with.....”** will maintain interest without sounding too competitive.

**3. Use endorsements:**

Endorsements **from similar customers, experts, and well-known people or companies** will build credibility and re-enforce the trust in your product’s success.

Phrases to use include: **“Nine out of Ten Doctors recommend it...,” “Research shows that...,”** and **“Experts have proven that....”**

These three tips will **maintain interest while proving to your customer that your product is the right choice for them.**

## **Targeting Emotional Interest**

Often customers think with their hearts.

That is, they **base their purchasing decisions on their emotions rather than reason or logic.** Although outlining the reason and logic for purchasing your product is vital (as explained above), **targeting emotional interest is equally as important.**

Below are **three ways to target emotional interest in your sales letter,** all of which will ensure **your copywriting techniques connect to your potential customers and get results.**

### **1. Trust:**

First and foremost, you need to build up a trust base with your customers.

**They need to trust your writing, they need to trust your product, they need to trust your company, and they need to trust you in general.**

There are several ways to build trust in your customers. You need to **prove to them that you are genuine**. You need to **“deliver” on your promises** that you make in the headlines.

That is, **you cannot make a huge promise in your headline and then not mention it in your follow-up paragraphs**. This will anger and frustrate your client, leaving them to doubt your product and your company’s credibility.

You also need to use hard, reliable facts. **Do not use endorsements that can be proven wrong**.

Another way to gain trust in your customers all the while keeping them interested is simply with a **professional layout and format**. Official envelopes, real stamps, and a business structure all promote professionalism and **credibility in your company**.

Finally, you need to show them that you trust your product yourself. This comes down to your copywriting skills. **If you honestly and sincerely love your product, it will show through in your writing**.

## **2. Identify:**

You must also identify with your customers. Prove to them that **they are not alone, that you care, and that you can fix their problem**.

One good way to identify with your prospects is with a **story or an anecdote. The more target-market-specific your story is, the better.**

For example, if you are promoting a weight loss pill, then perhaps use a story about trying to fit into your “skinny jeans” or wearing a bathing suit. Play up the emotional aspects such as the embarrassment, the isolation, and the frustration that accompanies this problem.

### **3. Empathize:**

Let your prospects know that you understand. Using the **first-person point-of-view** can accomplish this empathy.

**You need to explain to your potential customers that you’ve been there, that you understand their pain, and that you have the solution to their problem.**

You may have to invoke certain painful emotions when trying to create interest. Concentrate on **evoking emotions of fear, confusion, embarrassment, anger, and frustration.** These emotions are typical; however, most people want to steer clear of feeling this way.

Explain to them that **your product is the answer.**

**Emotions are a powerful selling and purchasing tool.** Make the most out of the universality of these emotions by creating emotional interest in your content paragraphs.

## What you Need to Include in Your Follow-Up Paragraphs

Copywriting the perfect content paragraphs can be a confusing and frustrating process. **There is a lot of information to take in about how to maintain interest in your content paragraphs.**

So we have **highlighted the fifteen most important factors** to incorporate into your content paragraphs to maintain interest. All of these have been explained in detail above.

This is a great **checklist** to consider when writing, re-writing, and editing your own sales letter.

Your content paragraphs should include:

- A **question** and a simple, effective answer
- An **anecdote** or story with a cliffhanger that the readers can identify with
- A **doubt** and a reason why this doubt is invalid
- **Bullet** reasons as to why your product surpasses the others
- The correct **jargon** or lingo for the target audience
- Appropriate attention-grabbing **subheadings**
- A list of **benefits and features**
- A summary or **re-iteration**
- A **clincher**
- **Cost-to-value ratio** statements
- Reasons why your product is **better than the competition**
- **Endorsements** from customers, experts, and research

- A level of **trust** and understanding
- A sense of **identity** with your client
- A general **empathy** with your customers

Copywriting the perfect sales letter that will gain you financial success is not as simple as one, two, three. However, it does not have to be impossible either.

The above fifteen tips and tricks will ensure that your **copywriting goes as smooth as possible and your content paragraphs generate the highest level of interest and the largest amount of revenue.**

# Evoking Emotion and Inducing Desire in the Reader

**Attention** and **Interest** are the first two factors in the **AIDA Formula** of successful copywriting. Now it's time to focus on **Desire**.

Desire is what drives your customer to purchase your product. **Desire is the heart and soul of consumption, and thus, desire is vital to any successful sales letter.**

**Note:** Once you have your prospect's interest, you need to stir up the desire for your product. Since most people buy based on emotion and justify their purchase with logic, you will need to stir up their emotions to stir up their desire.

Like maintaining interest, **inducing desire is usually achieved in the follow-up paragraphs.**

In fact, **maintaining interest and creating desire go hand-in-hand** when it comes to perfecting the regular copy of your sales letter.

Below are three essential ingredients that any copywriter needs in order to stir the pot of desire. This includes **the "why" and the "how" of capturing consumer desire in your sales letter.**

## Why is Desire so Important?

**Aristotle argued that the most important thing in life is happiness.** In fact, he based an entire philosophy around it. He also suggested that our desires, or our wants, play a huge role in the pursuit of happiness. **In fact, desire literally drives our quest for happiness.**

People desire money to achieve the goal of wealth; people desire exercise equipment to achieve the dream of a perfect body; people desire a skin cream to achieve the purpose of clear skin. **It is our desire to be happy and find the means to achieve this goal.**

This is where product consumption and your sales letter come in.

**It is your job, as the copywriter, to explain how your product will fulfill this desire and help your customer achieve their goal or dream.**

Desire is important because it **represents a better, more improved you.**

**Everyone has desires.** Even the richest, prettiest, smartest people in the world still desire something.

Those who are famous desire anonymity; those who are unknown desire fame. Those who are rich desire wealth; those who are wealthy desire appreciation. Those who are fat desire to be skinny; those who are skinny desire more muscle.

Desire is a never-ending circle in which society revolves around. **No matter what we have, we desire something else.**

And this is the essential reason why desire is so important.

However, **why is desire so important in your sales letter?**

**Desire is the number one reason people buy things** that they do not necessarily need. Although people often purchase food, water, and certain clothing based on needs rather than wants, **desire comes into effect for almost every other purchase in the world.**

From beauty products to children's toys, from novels to DVD's, from computers to televisions, **our choice of product consumption is driven by our desires.**

As the cliché states, **people do not buy products; they buy hope, benefits, dreams. These are based on desires.**

**Note:** "You don't buy coal you buy heat; you don't buy circus tickets, you buy thrills; you don't buy a paper, you buy news; you don't buy spectacles, you buy vision" ANON.

This saying holds true for **anything and everything**. People do not buy drills, they buy holes; people do not buy grass seeds, they buy lawns; people do not buy exercise equipment, they buy sexier bodies and a better social life.

**People do not buy products; they buy desires.  
It is up to you to sell these desires in your copy letter.**

## **How to Stir Up Your Customer's Desire**

As explained in the previous chapter, your sales letter should invoke interest with **statistics, questions and answers, endorsements, proof, and professionalism**. This is the **logical side of product purchasing**.

**However, the emotional side of product purchasing stems from your desires.**

But the question remains, how can you stir up your customer's desires? How do you know you have made an emotional connection with them and ensured them that your product will fulfill their want or their need?

You need to ensure that your sales letter comes complete with the **following five factors that evoke emotion and induce desire in your reader**.

### **1. Provide a Unique Selling Proposition:**

Your unique selling point must demonstrate **how and why your product is the best of its class**.

When brainstorming your USP, you need to ask yourself the following question: **Why should your reader choose your product over the competition?**

Make your reasoning **short and sweet, yet compelling and powerful** in order to maximize interest and emotion.

Some common USP's include **Trust and Respect, Customer Loyalty and Service, and Bonuses and Premiums.**

**When it comes to finding the perfect USP for your sales letter, play on your target market's specific desires and needs.**

For example, a unique selling proposition for a new gym could include "State of the Art Equipment usually reserved for Movie Stars." Or, another USP could be "Celebrity Personal Trainers and Experience that guarantee fast results."

Both of these demonstrate how your gym is above the competition but also play on the emotions and desires to get in shape and look as good as a celebrity.

No matter what product or service you are selling, **you need to guarantee your customers that your product has the advantage over the competition.**

## **2. Evoke Certain Emotions:**

Evoke emotions by reminding your potential customer about the pain of the problem. **Focus on the universal emotions** of embarrassment, shame, frustration, fear, and anger, **all of which are preventable with your product.**

For example, if you are copywriting a sales letter about skin cream, factor in the emotional embarrassment that acne causes. The desire for clear skin will be further enhanced with this simple tactic.

If your sales letter is about a diet pill, then remind readers about the shame and stress that comes with trying to fit into a tight dress or feel sexy in lingerie. Once again, the desire to lose weight will be heightened.

### **3. Offer Product Resolution:**

Once you have reminded readers about the emotional strain caused by their problem, you need **to offer your product as a resolution.** And, once again, in order to do this, **you need to play on their desires and emotions.**

Ask your reader to imagine how good they will feel looking into the mirror and seeing a clear and refreshed face.

Evoke your readers to picture themselves 20 pounds lighter and frolicking in the sea in a two-piece bikini.

Play up the emotions of **happiness, pride, success, confidence, and self-worth in order to enhance their desire for your product.**

**Also, no matter what you're selling, make sure that you trigger the desires based on your target audience.**

Businessmen will most likely be unaffected by a sense of shame caused by weight gain or a sense of pride by successfully losing the weight.

Stay-at-home mothers most likely won't react to the feeling of panic caused by missing an important work deadline or the feeling of relief once realizing they are completely organized and ready.

#### **4. Create a Bulleted Benefit List:**

As mentioned above, a bulleted benefit list **describes both the features and the benefits of your product.** In most cases, your customer will be more **interested in the benefits** than the features of your product.

However, **in order to get the benefits, they must purchase the features** (the product). This is where your sales letter comes in.

This is also why it is essential to list the benefits in a **simple yet visually stimulating way** so that readers cannot bypass it. **Bullets, numbers, and bolded fonts** are all great ways to target your benefit list.

Experts also suggest that **choosing an odd number list**, such as three or five, is more effective when **evoking your customers' interests and desires**.

**Features** can include **product specifications, price reductions, bulk (or bonus) packaging, or service guarantees**.

**Benefits**, on the other hand, **directly relate to the desires and the overall end result**.

These include a smaller waist, a sexier body, a better night's sleep, a happier outlook on life, a more productive way to organize, clearer younger looking skin, and so on. **The list of benefits can literally be adapted for any target audience's desires and wants**.

### **5. Visually Stimulate their Wants:**

The best way to ensure your customer's desires are targeted is with visual stimulation. **People react to pictures and to images**. They provide a break for your brain and your eyes automatically focus their attention on it.

**Including a brochure or some pictures in your sales letter envelope is one of the best ways to ensure your customer desires are met**. This is because you are **showing proof** in a colorful and visually enhancing way.

Your brochure should include a **picture of your product or service and before-and-after pictures**. Readers will be able to see your

product and the photos **side-by-side** and automatically put the two together.

With visual pictures and images, you will evoke desires and thoughts such as **“I want to look like that”** or **“I could really use this”** or **“I want those results.”** This is the exact reaction you want from **your readers.**

If you can, include a **friendly photo of yourself.** This will add an element of **professional trust and establish a more personal experience** for your clients.

**A unique selling point, emotional attachment, product resolution, bulleted lists, and visual stimulation** are the five factors needed in order to **stir up the desire of your customers** and **ensure the success of your sales letter.**

# Copywriting your Call to Action

You've mastered the art of **Attention**. You've perfected the plan of **Interest**. You've nailed the condition of **Desire**.

You're down to the fourth and final leg of the **AIDA Formula**.

It's all about the **Action**.

Many marketing experts suggest that your call to action is the most **crucial aspect** of your marketing plan, which, in this case, is your sales letter.

It is essentially the final leg on the **AIDA Formula** that requires you to **persuade your customers to take action and take that extra step**.

**You need to convince your prospects that reading your sales letter is not enough; now they need to pick up the phone and make the purchase.**

There are a number of effective ways to do this depending on what you are trying to achieve, who your target audience is, and what your promise or guarantee is.

The most important thing to remember when it comes to **Action** is that your audience must be convinced to **make that phone call**,

**purchase that product or service, and take the appropriate action.**

## **How to Persuade your Prospects to Take Action**

It may sound simple enough, but persuading someone to take action is actually a lot harder than it looks or sounds, especially when the persuading is all done on paper.

**How can you ensure your words will convince your prospects to take the extra step?** In most cases you are not face-to-face and you simply cannot rely on your good looks, charming smile, and convincing eye contact.

**You need to rely 100 percent on your writing expertise in order to make the sale.**

Don't stress. It's completely possible. Just have a little faith and **read the seven steps to successful persuasion of action** as listed below.

### **1. Toy with their Emotions:**

As mentioned above, most consumers shop with their emotions and purchase through logic. In order to persuade your prospects to take the extra step, you need to instill a **sense of fear, panic, stress, embarrassment, shame**, etc. into them.

You need to remind them that, if they do not take action **“NOW”** or **“TODAY,”** then they miss out. **Create a sense of fear of losing out on a great deal or a chance of a lifetime.**

Some great examples of this include:

“Call now before it’s too late.”

“Orders are filling up as we speak. Don’t miss your chance to change your life.”

“Don’t waste another day feeling fat. Call Now.”

When it comes to playing with your prospect’s emotions, **make sure you choose phrases that are targeted directly at your audience** whether they are stay-at-home moms, middle-aged businessmen, or poor college students.

## **2. Offer a Guarantee:**

You need to assure your potential customer that they are **buying into something completely risk-free.** Without this promise, your potential customer will be reluctant to take action.

This means you need to **personally promise them that they will be 100 percent satisfied with your product or service.**

Choose phrases such as:

“Pay nothing unless you are totally satisfied.”

“100 percent satisfaction or your money back.”

“Results guaranteed or your money back.”

“100 percent assured by us or we’ll refund your money.”

It's a good idea to use **these action guarantees in your sub-title**. The bolded, centered format will **avert your prospects eyes to your promise and persuade them to take action**.

### **3. Provide Social Proof:**

**Testimonials and endorsements** are the two most common types of social proof. They work because people are often less reluctant to purchase a product when they have other people backing it up.

Social proof can work with both **the logical and the emotional aspects of consumer purchasing**.

Choose **quotes from people in the same situation** as your potential client and ensure your quotes play up on how great, confident, proud, and happy they feel with your product. **This is where the emotional side comes in**.

When it comes to **endorsements**, choose **experts** in the field or well-known faces or companies. This will **add credibility to your product and works with the logical aspect of purchasing**.

### **4. Show Visual Evidence:**

Other proof to convince your customers to take action **show, not tell**, your potential customers about the success of your product.

This is where your **visual images and photographs** come into play. The best type of visual proof for the success of your product includes **screenshots, videos, before-and-after pictures**, and anything else that demonstrates that the product actually works.

In order for your potential customers to take action, **they need to be 100 percent convinced of the results**, which is what **visual proof** will show them.

### **5. Play-Up the End Result:**

Most people who are thinking about purchasing your product are doing so with the end result in mind. Whether it is losing weight, getting organized, making money, or having clearer skin, **the end result is what is actually being bought.**

With this in mind, you need to **ensure that the end result is on display**. Visual proof, as mentioned above, is one of the best ways to show this. However, you can also use emotional proof to let customers imagine how they will feel.

Some examples include:

“If you call now, in just three days, you will be waking up with perfect, younger-looking skin.”

“Have that flat stomach you’ve always dreamed of in less than four minutes a day.”

“Feel confident in that little black dress.”

## 6. Create a Deadline

**Making a stipulation** is a great way to call your customers to take action. You need to inform your prospects that **this great deal is only available for a certain amount of time or for a certain number of people.**

**Limited time offers, first X number of buyers and limited numbers available** are essential when it comes to setting a deadline for action.

Some great examples include:

“Free Knives included in this offer for the first 100 callers....”

“Only available until the end of the Month....”

“First twenty customers only....”

Another way to **play up the urgency and deadline** of your offer is with an **“if” sentence.**

For example, “If you respond by next week, you pay only \$100, half the price.”

Or, “If you order today, then I will send you a \$50 Gift card to \_\_\_\_\_, your free for a limited time.”

The **“If” sentence** reiterates the **urgency of the deadline** and reminds your potential clients **how incredible the deal is** and **how much they stand to save.**

## **7. Use Call-to-Action Phrases:**

Call-to-action phrases are probably the most important part of your **Action** package. **Call-to-action phrases use simple, yet effective, words to convince your customer to act immediately.**

Examples include:

“Call Today”

“Act Now”

“Don’t Wait”

“Pick up that Phone Now”

These simple phrases reiterate the urgency of the deal. Of course, you need to **base your call-to-action phrases on your deal and your target audience.**

Try to use **call-to-action phrases** that incorporate the above tips such as **emotions and urgency of the deadline.**

For example:

“Call Today before someone else takes your spot.”

“Don’t miss out on your chance to strut your stuff on the beach. Call Now.”

For more information on **how to perfect your call-to-action** wording, simply read on.

## Five Musts for any Successful Sales Copy

Your **call-to-action phrase** is the clincher. It is the **deal breaker or maker**. In face-to-face conversation, it is that one statement that makes the customer nod his head and agree to the sale.

That's why you need to make sure that your call-to-action phrase is perfect.

When **brainstorming your call-to-action phrase**, read through **these five musts** for the perfect call-to-action. With this list, you can ensure that your call to action is not only on par, but **above and beyond**.

### 1. Make Sure your Call-to-Action Fits the Target Audience:

This is one of the most common problems copywriters face. Essentially, **your copy and your call-to-action need to match the style of your audience**. Of course, this is easier said than done, especially when it comes to the written word.

You do not want your call-to-action to scream at your customers. **You need it to fit into the style and tone of the rest of your letter.**

You need to find that **perfect balance so that you are not shouting your call to action, but that it still stands out.**

Your call-to-action phrase needs to be **as specific as possible**. A great way to do this is by **focusing on the emotions, desires, wants, needs, and end result of the specific audience**.

For example, if you are promoting a new gym, you need to ensure your call-to-action plays up on the feelings of confidence and pride, but also adds the element of feeling healthy and being active.

**You need to ensure that your call-to-action fits with not only the tone of your sales letter, but also with the tone of your target audience.**

This may take some time and practice. **Play around with several different types of call-to-action phrases** and ask friends and family members which phrases stand out, which ones scream loudly, and which ones effectively catch their eye without being too obnoxious.

We've all been faced with that pushy salesman who simply won't stop hounding you to buy something. **You need to ensure that your copy does not cross the line to being pushy and obnoxious.**

Keep in mind that it's a **very thin line**.

## **2. Put your Call-to-Action in the Right Places:**

Many people leave their call-to-action phrases **until the end of the sales letter**. The **P.S. Note** is usually the most common place for the call-to-action. While this is effective in some sales letters, it is not in

others. This is because sometimes your potential customers simply do not read until the end of your sales letter.

Instead, **place your call-to-action phrases throughout your copy.** Incorporate them into the **product description, the features and benefits, and the endorsements.**

For example: "Purchase our product today and you'll discover the \*name feature and benefit\*."

Or "Pick up the phone right now and you'll soon realize why four out of five doctors recommend this product."

Both of these phrases call to action, but in a **more subtle, less confronting way.**

### **3. Explain the WHY:**

Your customers **need a reason to take action.** Your call-to-action phrase needs to reiterate what they will receive. Whether this is **more money, a bonus product, or a huge discount,** your call-to-action phrase should remind them of this.

Your reasoning can be **emotional** as well. Include feelings that the results will evoke, such as **relief, pride, confidence, happiness,** etc.

Some great examples include:

"Call Now and Feel Confident Tomorrow."

"Order Today to Receive a Free Gift."

"Make the Call Today and Feel the Stress Melt Away Immediately."

#### **4. Instill a Sense of Urgency**

Most customers who are reading your sales letter will either act right then and there or not act at all. That is **because, if they wait, they will most likely forget.**

**This is why, the sooner you can get them to respond, the better.**

You need to give them incentive to **act right then and there.** Offer **bonuses, premiums, limited-time offers, anything that will make them drop your sales letter and pick up that phone.**

Including bonuses with your main offer is very important in ensuring your prospect takes action and orders right away. [Turbo Membership](#) gives you many ebooks and software products with Master Resale and even Private Label Rights to include in your main offer so that you can convince your prospect that the time to order your offer is right NOW.

You need to tell them what will happen if they purchase today:

“Get a free gift if you call now.”

“Save time and money by dialing us today.”

“Receive two for the price of one for a limited time only. So pick up the phone right now.”

## **5. Explain the HOW:**

Your customers need to know **HOW to get in touch with you**. Make sure you include **email, phone, fax, address**, etc. Give them an option. While some opt for phone conversations, others choose email as their main method of communication.

It's important to keep in mind that your prospects will often not purchase your offer the first time they visit your website and that you need to follow up with them regularly in order to get them to purchase your offer. [JV Manager 2 Fantasos](#) is a software platform that enables you to keep track of all of your customers' important contact information so that you can easily follow up with them until they make the sale. Then you can easily stay in touch with them afterwards to ensure they are satisfied with their purchase and are more likely to purchase your future product offers.

For example:

"Call Today at 1-800-400-0000."

"Pick up the phone and dial 1-800-400-0000."

"Operators are standing by at 1-800-400-0000."

It's a good idea to **highlight your contact details in bold or in a bright color** such as red or blue so that your customer will clearly see it.

[ContePass](#) is a software program that will enable you to easily create your website within minutes, even if you don't know HTML. This will

allow you to easily input your contact information and make your call to action stand out so that your prospects can easily contact you and be willing to order immediately.

Your customers need to know how to take action. Ensure you make this **as easy as possible for them to take the extra step.**

With these **five simple, yet essential, steps to call-to-action success**, your customers will **have no other option but to take action.**

And, after all, that's what your sales letter is all about.

## **What's Next?**

So now you know.

You know how to grab your potential customer's **Attention** with a catchy headline.

You know how to maintain and gain your potential customer's **Interest** with your copy.

You know how to evoke your potential client's emotions and induce their **Desire** for your product or service.

You know how to call your potential client to take **Action** and purchase your product.

The **AIDA Formula** is complete.

However, you're not quite done yet.

In fact, you're still missing the **most important step**.

**You still need to test, track,  
and tweak your sales letter in order to  
ensure the highest level of copywriting success.**

But don't worry; we've simplified the process for you. Simply turn the page and see for yourself.

## **Test, Track and Tweak (and Test Some More)**

Even the best copywriters don't always hit home runs. Instead, most successful copywriters know that the **best way to ensure success** with their copywriting is to **test, test, and test some more.**

**Test, track, and tweak** can be a little confusing, especially for those new to the marketing world. Essentially, testing and tracking is exactly how it sounds.

**You test certain aspects of your sales letter, track the results, and tweak your letter based on these results.**

However, there's a little more to it than just that. Below we have explained in detail **how to test, track, and tweak** in order to ensure that you make the most out of your copywriting career.

Testing and tracking your sales letter is important for company improvement. Like in any aspect to life, **there is always room for improvement.**

You simply need to know what to improve upon. This is where the sales letter testing comes in.

**With every test you complete and improvement you make to your sales letter, you are increasing your chances of making money from your copywriting.**

## **How to Test, Track and Tweak: Five Simple Steps**

You've got your sales letter. You're ready to stamp the envelopes, send out those sales letters, and see what kind of results they bring in.

But how exactly?

Do you simply send out a bunch of different versions of your sales letters and hope for the best?

Clearly not.

Do you send out three or four different sales letters to the same client and see which ones get a reaction?

Definitely not, unless you want several angry prospects asking for a restraining order on your letters.

Then how do you do it?

You follow the **five-step guide** below, that's how.

## 1. Test Everything!

And we mean **everything!** This includes the **headlines, the subheading, the P.S. Note, the testimonials, the guarantee, the call-to-action,** etc.

In order to get the best results possible, **you need to see what works for your potential clients.**

Of course, this may take some serious time and brainstorming, especially when it comes to writing several different headlines, subheadings, etc; however, **the end result will be worth it, especially when the profits roll in.**

## 2. Only Change One Variable at a Time

Think of your testing and tweaking as a science experiment with variables and controls. Your different variables include the **headlines, the subheading, the call-to-action phrase,** and so on.

Only change one of these at a time in order to discover which works the best. By changing only one variable at a time, **you are able to control the results and find the most accurate sales letter technique.**

Make up two different letters for each variable. For example, one of your letters may start with the headline, **"What would you do with 1000 Extra Dollars a Week?"** while the other may read, **"Kiss**

**Stress Goodbye with this Money Making Promise.”** Do not change anything else in the letter except these two headlines.

**Do this for every variable.** You will end up with several different copies of a similar sales letter, but this is the best way to ensure you are testing every single item.

### **3. Create Valid Test Groups**

How you choose your test markets is entirely up to you. However, it is most likely a good idea to **start with smaller test groups of the same demographics, etc.**

For example, if you are copywriting a sales letter about a new gym, test your various sales letters on different neighborhoods around the same distance to your gym. Most likely the neighbors will be in the same income range and share similar lifestyles.

Of course, this is just one suggestion. **Choose a range of test markets that suit your product and your target audience.**

### **4. Effectively Track your Results**

One of the best ways to track your results is with the **A/B Split system**. Basically, the A/B split system works by tracking how Letter A did against Letter B.

For example, Letter A could use the headline, **“What would you do with 1000 Extra Dollars a Week?”** while Letter B reads, **“Kiss Stress Goodbye with this Money Making Promise.”**

Put these **two letters out at the same time to similar test markets and then see which gains more customers.** You can do this by tracking addresses (if your test group is neighborhoods), phone numbers, etc.

Your tracking system will need **personalizing depending on your product, your audience, and your testing method.** This is all part of the somewhat long process of tracking your results. However, the end result will most certainly be worth it.

## **5. Tweak your Copy to Suit the Results and then Re-Test**

Once you have the results, you need to **modify your sales letter to suit these improvements.** Then you can re-submit the sales letter to a much larger audience, **knowing with confidence that your letter is the best it can be.**

Every time you put out another sales letter, you are going to want to start the process again. Whether this is **monthly, bi-annually, or annually, your sales letter should constantly be going through testing.**

Testing, tracking, and tweaking may seem like a tedious process. However, just like the AIDA Formula, **it is essential to ensure success in your copywriting career.** Trust us, it's worth it.

## Conclusion

So there you have it; your **guide to copywriting for cash**. Now that you know the concept of the **AIDA Formula and the Test and Tweak**, it's time to give it a go.

Of course, keep the following in mind when writing your sales letter.

- **Before you Begin:**

There are two vital things to do before you can begin to write your sales letter.

The first is **profiling your market**. This means you need to look at **demographics, lifestyle, and desires** of your target audience in order to ensure your sales letter conveys the right message.

And remember, **even though target marketing limits the number of people you are focusing your product on, it attracts more of the customers you want**.

Secondly, you need to **create the framework** for your sales letter. This means designing a structure that is both **professional and personal** to your potential clients.

Consider the structure, fonts, and style of your **letterhead, address, headline, sub-titles, content paragraphs, salutations, P.S., and testimonials**. And remember, **in order to put your best foot**

**forward in a sales letter, you must provide a professional layout.**

- **Writing your Letter: The AIDA Formula**

**Attention:** The most important aspect of your sales letter is the headline. This needs to grab the reader's attention and raise **curiosity** with a **promise, a benefit, a question, and trigger words**.

When writing your headline, **ask friends and family** members their opinions, be **sincere**, play around with **different words**, and find **inspiration from the advertisements** around you.

Also, make sure the rest of your copy is just as attention-grabbing with funky **fonts**, bright **colors**, **visual enhancers**, **real stamps**, and **official looking envelopes**.

And remember, **your attention-grabbing headline should lure the readers in and leave your potential clients wanting more**.

**Interest:** Gaining and maintaining interest is usually done in the **follow-up paragraphs**.

There are several different ways to keep your potential client happily reading, including **asking questions**, **offering an anecdote**, **addressing doubts**, **listing the features and benefits**, **providing a subheading**, **a summary**, and **a clincher**, and **using the correct jargon**.

**Endorsements, cost-to-value ratios** and evidence that your product is **better than the competition** all work to prove your product worthy.

You also must target **their emotional interest** by establishing **trust**, providing **empathy**, and proving you **identify** with their problem.

And remember, in order to maintain interest, **you need to explain to your prospects that your product is the answer.**

**Desire: People purchase products** based on their **desires**, their **needs**, their **wants**, and their **aspirations**. You need to trigger this desire in your sales letter in order to make the customer react.

This is done by creating a **unique selling proposition**, evoking **emotion**, offering **product resolution**, creating an easy to understand **bulleted benefit list**, and using **visual stimulators** to demonstrate the results of your product.

And remember, **people do not buy products; they buy desires.**

**Action:** Make the customer **take that extra step and order the product, the sooner the better.**

This is done with several tactics such as evoking **emotion**, making a **guarantee**, providing **social and visual proof**, stressing the **end result and the deadline**, and utilizing an effective **call-to-action phrase**. Pay special attention to perfecting your call-to-action phrase as this can make or break your sale.

And remember, when it comes to action, you need to convince your prospects that reading your sales letter is not enough; **now they need to pick up the phone and make the purchase.**

- **The Aftermath: Test, Track and Tweak**

Testing, tracking and tweaking are equally as important as writing your sales copy.

To test, track, and tweak your sales letter, you need to follow a simple **five-step guide** which includes **testing everything, changing only one variable** per letter, choosing appropriate **test groups**, using an effective **tracking system**, and then **tweaking the problems**.

And remember, in order to ensure success, you need to **test all aspects of your sales letter, track the results, and tweak your letter based on these results.**

By simply following the **AIDA Formula** followed by **Testing, Tracking, and Tweaking**, you will be well on your way to copywriting success. For more information on writing high-converting, cash-producing sales letters, check out "[Copywriting DNA: 3 Key Components of Every Successful Copy – REVEALED!](#)"

So get writing, secure your financial future in the copywriting world, and **turn your words into piles of cash.**

**John Delavera and {--your-full-name--}**