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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**10 Keys to Writing Copy That Sells!**

**By Alexandria Brown**

**10 Keys to Writing Copy That Sells! by Alexandria Brown**

Whether you're selling a product or service, the 10 tips below are your keys to writing great copy that communicates and persuades ... to get results! These guidelines can apply to most any form of consumer marketing communications: sales letters, brochures, web copy, or direct mail. As long as your goal is to elicit a reaction from your reader, you've come to the right place. Give it a whirl!

1. Be reader-centered, not writer-centered.

Many ads, brochures, and Web sites we see talk endlessly on and on about how great their products and companies are. Hello? Customer, anyone? Think of your reader thinking, "What's in it for me?" If you can, talk with some of your current customers and ask them 1) why they chose you, and 2) what they get out of your product or service. TIP: To instantly make your copy more reader-focused, insert the word "you" often.

2. Focus on the benefits – not just the features.

The fact that your product or service offers a lot of neat features is great, but what do they DO for your customer? Do they save her time or money? Give her peace of mind? Raise her image to a certain status? Here's an example: If you go buy a pair of Gucci sunglasses, you're not just looking for good UV protection, are you? You're buying the sleek, stylish Gucci look. So that's what Gucci sells – the image. You don't see their ads talk about how well made their sunglasses are. Think end results. Now, what does an insurance broker sell? Policies? No – peace of mind. (See? You've got it!)

### 3. Draw them in with a killer headline.

The first thing your reader sees can mean the difference between success and failure. Today's ads are chock full of clever headlines that play on words. They're cute, but most of them aren't effective. There are many ways to get attention in a headline, but it's safest to appeal to your reader's interests and concerns. And again, remember to make it reader centered – no one gives a hoot about your company.

Bad: "SuccessCorp Creates Amazing New Financial Program."

Better: "Turn Your Finances Around in 30 Days!"

### 4. Use engaging subheads.

Like mini-headlines, subheads help readers quickly understand your main points by making the copy "skimmable." Because subheads catch readers' eyes, you should use them to your benefit! Read through your copy for your main promotional points, then summarize the ideas as subheads. To make your subheads engaging, it's important to include action or selling elements.

Bad: "Our Department's Successes."

Better: "Meet Five Clients Who Saved \$10K With Us."

### 5. Be conversational.

Write to your customers like you'd talk to them. Don't be afraid of using conversational phrases such as "So what's next?" or "Here's how do we do this." Avoid formality and use short, easy words. Why? Even if you think it can't possibly be misunderstood, a few people still won't get it.

### 6. Nix the jargon.

Avoid industry jargon and buzzwords – stick to the facts and the benefits. An easy way to weed out jargon is to think of dear old Mom reading your copy. Would she get it? If not, clarify and simplify. (This rule, of course, varies, depending on who your target audience is. For a B2B audience, you should upscale your words to what they're used to. In these cases buzzwords are often crucial. Just make sure your points don't get muddled in them!)

### 7. Keep it brief and digestible.

No one has time to weed through lengthy prose these days. The faster you convey your product or service's benefits to the reader, the more

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likely you'll keep her reading. Fire your "biggest gun" first by beginning with your biggest benefit – if you put it toward the end of your copy, you risk losing the reader before she gets to it. Aim for sentence lengths of less than 20 words. When possible, break up copy with subheads (see no. 4), bullets, numbers, or em dashes (like the one following this phrase) – these make your points easy to digest.

8. Use testimonials when possible.

Let your prospects know they won't be the first to try you. Give results-oriented testimonials from customers who have benefited immensely from your product or service. Oh, and never give people's initials only – it reminds one of those ads in the back of magazines with headlines such as "Lose 50 Pounds in Three Days!" Give people's full names with their titles and companies (or towns and states of residence) – and be sure to get their permission first.

9. Ask for the order!

Tell your reader what you want her to do – don't leave her hanging. Do you want her to call you or e-mail you for more information? Order now? Call to schedule a free consultation? Complete a brief survey? Think about what you'd most like her to do, and then ask her. It's amazing how many marketing materials I come across every day that don't make it clear what the reader should do. If you wrote interesting copy, your reader may forget you're trying to sell something! Tell her what to do, and she'll be more likely to do it.

10. Have your copy proofread!

Good. Now have it proofread again. Don't risk printing any typos, misspellings, or grammatical mistakes that will represent your company as amateurish. Hire a professional editor/proofreader to clean up your work and double-check your grammar. Remember, you only get one chance to make a first impression! Oops — \*impression\*.

Alexandria Brown's FREE biweekly e-zine gives "how-to" tips on writing compelling copy for Web sites, brochures, and e-zines. Learn how to ATTRACT NEW CLIENTS and strengthen your customer relationships! Subscribe today at <http://www.akbwriting.com> or via <mailto:AKBMarCom-On@lists.webvalence.com>

### **How To Write A Killer Sales Letter**

**By Patric Chan**

## 10 Keys to Writing Copy That Sells!

I sit down and look at my notebook. Then, I put myself into the `zone`.

That's how I start to write web copy that sells.

Whether you agree with me or not, your web copy will determine whether your product's going to sell online or not.

Simple reason. In an offline sales pitch or presentation, you get to interact with your prospect. You get to touch him. He gets to see you personally.

But not online. No, no, no. It all depends on the words on your site. See how powerful words are?

I'm not saying I'm a guru at web copy. There are many other copywriters who are far better than me. Many. But I've written my own web copy and it's selling. And at the same time, I've been hired to write for others.

Keep on reading on how I write killer web copy and you can pick up any of the tips.

The first part to write a copy, you MUST be in the `zone`.

What the heck is the `zone`? The `zone` is like... the mood. You see, writing a great copy is like an artist painting a beautiful picture. When you are in the `zone`, your hand can't stop typing and your mind keeps on coming up with amazing ideas to write.

Like, I'm in the `zone` when I write this article.

How to be in the `zone`? I'm not sure how you can achieve that, but for me, I put in a lot of passion to write a killer copy and I look into the future to see how this copy will sell like crazy.

That's how I get into the `zone`.

Once you are in the zone, keep on writing. Don't stop. Even though, you know you are writing wrong grammar or putting in weird ideas. Just keep on writing.

Then, after it's finished, read it all over again. This time, you'll pick up the mistakes and you'll add in more ideas. Continue doing this until you are satisfied with your work. Finally, edit your work.

When you start your copy, your headline is one of the most important parts of the copy.

Some copy writers write tons of headlines before they start. For me, I'll write about 5 headlines and read it over several times. Then, I'll pick the best and fine tune it at least 5–10 times before I decide to

use it.

One more part of writing copy; don't feel bad `borrowing` some ideas from successful copy you've

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seen.

Get a swipe file of the best copy you can find.

And the last thing you need to keep in mind when writing a killer copy is this:

"What's the end result the reader will get if they buy from you?"

Your copy **MUST** sell hope and benefits to the reader if you want them to buy anything after reading your copy.

Now go write your killer copy.

All the best.

Warmest regards,

Patric 'High-Speed Marketing' Chan  
Chief Marketing Strategist

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Patric works with world-class internet marketing gurus to build successful online businesses. He is also the author of 'How To Make More Money Easily'. Discover more insider secrets and the exact proven strategies to make money online:

How To Write A Killer Sales Letter

The #1 Secret To Selling Any Product Or Program

Taking A Vacation To The Florida Keys With Your Family Is Fun

Fix My Website: Copy is Copy is Copy?

Writing Great Sales Copy

Key Secrets to Setting Up Your Own Automatic \$ Making Machine!

Ebook Authors Interviewed

The Golden Book Of Proof

Carefully Crafted Sales Emails And Web Copy

Secrets Revealed Of A Successful Online Marketer – Willie Crawfo



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