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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 Secrets For Copy That Sells

By Grady Smith

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Are you wasting your money by brining visitors to a sales offer that just doesn't convert? Here's how to pull more sales and put more money in your pocket by using these simple secrets for hard-hitting copy.

1) **SELL THE BENEFITS:** Forget about trying to explain your product. Instead, give the customer what they want to hear. When selling a computer monitor, you could say, "Big 19 inch screen".

But that's explaining your product. Try something that gives the reader its strongest benefit, like "19 inch screen reduces eye strain and provides a comfortable working environment for you".

2) **DEFINE YOUR LETTERS PURPOSE:** Are you writing to entertain or sale. Are you looking to pull a response or do you want people to enter their credit card information. Define your specific goal before you get started, and work hard to lead your customers along your chosen path.

3) **WRITE IN "EASY" WORDS:** Hey, we're not looking to win awards here. We want to make some money, right? Don't try to wow readers with your use of vocabulary. Use words that even a child can grasp.

4) **KNOW EVERY BENEFIT:** Before you even start, right down every single benefit that a customer will receive with your offer. Later, you can use these benefits for some hard-hitting bullets.

5) **MAKE IT SHORT:** While your letter doesn't need to be short, every sentence and paragraph should be tightly focused and broken up into small, easy to chew on pieces.

As an example, take a look at this article. Sentences are short and punchy. Some aren't proper. But they get the point across and make it

very easy to read.

6) **USE HEADINGS:** You need to have one that hooks your reader in the beginning to lead them in. Then, to keep them hooked, you should break up your copy with a few subheadings that set the hook even deeper to keep them reading.

7) **UNDERLINE AND BOLD:** Use this on words and phrases you want to jump out. But don't overdo. The principal quickly becomes diluted with overuse and none of it will be read if it's splattered everywhere.

8) **EDUCATE YOUR CUSTOMER:** If you can teach your readers something then they'll believe you to be an expert. And if you can lead them to that, then chances are they'll buy. We all want to learn from the experts.

9) **GIVE THE READER AN ORDER:** Don't leave choices to the reader. If you do, they might choose to click away from your site. So, use phrases like "Click Here", "Order Now", or "Go Here".

10) **USE YOUR P.S.:** Your P.S. will get read. Trust me. And the way to make it work for you is to restate your offer in a different light. That way, if your heading grabbed them, the restate and added benefits of your P.S. can tighten your hold and force them to read the rest of your sales

letter.

Grady Smith will give you a FREE evaluation of your current sales letter, FREE secrets to boost your sales, and sales materials at rates you can afford! Go to <http://www.mountainhighpub.com/copywriting.html> now.

The #1 Secret To Selling Any Product Or Program

By Nick Bramble

There is one simple secret that every top business man, internet marketer, affiliate marketer, and sales person knows.

Want to know what it is?

Effective ad copy can sell anything!

Ok, simple enough, "but how do you write an effective ad copy" is what you may be asking now. It is much easier than you think.

Fact is even the best copy writers in the world follow a very basic principle followed by a very basic ad set up. You are about to learn about both.

Have you ever heard of the term AIDA before?

It's an acronym that stands for: Attention, Interest, Desire, Action. This simple acronym drives every effective ad copy ever written. Here's how it works.

1. You grab "Attention" with an interesting headline.
2. You maintain and create more "Interest" with copy that supports your headline.
3. You create a "Desire" for the prospect to want know more, buy, etc.
4. When the top three above fall into place, the prospect takes the desire "Action" to submit their info, order your product, join your newsletter, etc.

Those four basic principle drive every effective ad copy in existence. Copy writers then plug this principle into the following set up and they have an ad copy that sells, and sells, and sells. Here is the setup:

* **Headline** – this is the "Attention" grabber.

* **Body** – here is where you maintain "Interest" and create a "Desire" for the prospect to want to take your desired "Action."

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* Sales link – this is your desired "Action." Here they will subscribe to your newsletter, buy your product, etc.

* Signature and contact info – brand yourself with your signature and picture and provide contact info to provide validity and security to the prospect.

That's it! Follow those steps and you can write an effective copy for any product or service.

Nick Bramble specializes in teaching people how to create passive income in order to achieve financial AND time freedom. For the ultimate in financial AND time freedom: Prosperity Automated System

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