

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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

**5 Secrets of Successful Copywriting**

**By David Garfinkel**

**5 Secrets of Successful Copywriting by David Garfinkel**

5 Secrets of Successful Copywriting  
© 2004 David Garfinkel

Would you like your sales to go through the roof?

Of course you would. Who wouldn't?

I have found five secret "keys" that dramatically improve the money-making ability of just about ANY sales message.

This discovery came from writing hundreds of successful sales messages myself, and helping thousands of other people improve their own skills at writing successful advertising sales copy.

I've also found every time someone else gets better results from what I have taught them, my own life improves. With that in mind, here are the five secret "keys" for you to use and profit from:

**SECRET 1: Focus your advertising sales copy on ACTION.**

Begin by getting crystal-clear on the action you want your prospect to take. If it's to buy, then keep that in mind as you write. Also, write in an "action" frame of mind. That means use action words: walk, run, reach, touch, grab, pull, put in your pocket.

## 5 Secrets of Successful Copywriting

Here's another action secret. In your imagination, figure out how to move obstacles out of the way, so your prospect's clear path to action is unobstructed and easy to follow. And make it easy for your prospects to take the action you want them to take.

**SECRET 2: Don't sell your product!**

I know that sounds contrary to common sense. But I promise you will make far more sales if you visualize your product as a **SOLUTION** to your prospect's most pressing problem... or picture your product as the way to make the prospect's fondest **DREAM** come true... or even describe your product as

the answer to becoming the **PERSON** the prospect most wants to be.

Examples:

– Solution to problem: "Tired of copy that doesn't close? With our system, you'll be writing killer copy every time!"

– Dream come true: "Here's how to create a Web site that makes money for you every single day!"

– Become the person: "How would you like to become one of the High Earners on the Web?"

**SECRET 3: Provide proof of your promises.**

Beginning copywriters need to face this fact, and experienced copywriters need to be reminded:

No one is going to believe a single word you write.

Until you provide proof, that is.

Types of proof that work include simple facts that back up your promise; testimonials showing how your product actually did for someone what you say it can do for the prospect; reasons why your product can do what you say it can do; case studies showing results; and a summary of your own track record, showing you know what you're talking about.

**SECRET 4: Let your critics go wild.**

Did you know that really good copy gets as many "thumbs down" as it gets "thumbs up?"

It's true. Here's why:

Really good copy spurs EMOTIONS in the people who read it. Some of those people – the ones who want what you have – will experience the emotions of desire and excitement.

But at the same time, other people – those who DON'T want what you're offering – may find that your provocative copy stirs feelings of distrust, discomfort, even outrage!

Don't worry about it! As long as your copy is legal and ethical, it doesn't matter whether everyone likes it or not. You don't need or want the approval of people who wouldn't buy from you anyway.

Remember: If you're making sales, those sales are the only compliments you should be looking for.

SECRET 5: Tell it like it is.

Notice: I didn't say WRITE it like it is. I said TELL it like it is!

What's the difference?

It's simple. I'm telling you to write copy the same way you would talk about what you're selling when your intention and confidence is high, and you're excited!

You can even record yourself making a live, spoken sales pitch; transcribe it; edit it; and use the transcript as some of your hottest sales copy.

You see, great advertising sales copy is nothing more than a red-hot sales presentation in written form. The more your copy reads like you're having a live, high-energy conversation with your prospect, the better your chances will be of long-lasting sales success!

---

David Garfinkel is well known as "the world's greatest copywriting coach." He has written sales letters, ads and

Web sites that have brought in millions of dollars, and, just as important, he has helped thousands of other people learn to do the same for themselves. David is author of Killer Copy Tactics and Advertising Headlines That Make You Rich. Visit: <http://www.killercopytactics.com>

**\*\*Attn Ezine Editors / Site Owners\*\***

Feel free to reprint this article in its entirety in your ezine or on your site so long as you leave all links in place, do not modify the content and include the resource box listed above.

If you do use this content, please shoot us a note so we can take a look. Thanks.

Feel free to substitute your affiliate link in place of our resource link in the resource box.

High paying program. Full details are at: <http://www.nitroaffiliates.com>

David Garfinkel is well known as "the world's greatest copywriting coach." He has written sales letters, ads and Web sites that have brought in millions of dollars, and, just as important, he has helped thousands of other people learn to do the same for themselves. David is author of Killer Copy Tactics and Advertising Headlines That Make You Rich.

## **Bencivenga, Halbert And Lok: The 3 Greatest Copywriters In The World!**

### **By Marketing Basics**

#### **Bencivenga, Halbert And Lok: The 3 Greatest Copywriters In The World! by Marketing Basics**

No other element of marketing will make your business succeed or fail faster than your copywriting. Good copywriting can earn you a fortune. Bad copywriting will sink your business faster than the Titanic!

However, rather than write an article on how to write great copy, we decided to let three of the greatest copywriters of all time show you how it's done.

Listed below are the links to the websites of Gary Bencivenga, Gary Halbert and Dan Lok. If you want to learn how to write great copy, we can assure you, nobody does it better than these three professionals. They are truly in a class by themselves!

We suggest you carefully study their work, word for word, read their newsletters and glean as much

information as you can from their materials. You simply won't get a better or more valuable copywriting education anywhere. Here are the links. Enjoy!

Gary Bencivenga: <http://bencivengabullets.com/>

Gary Halbert: <http://www.thegaryhalbertletter.com>

Dan Lok: <http://www.quickturnmarketing.com/>



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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