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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!

5 Ways to Get More Results from Your Web Copy

By Vanessa Selene Williams

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1) Don't just emphasize benefits. Emphasize value as well.

Let's say you're selling a new product. Let's call it popcorn facial masks. Yes, you should emphasize that'll these exfoliating scrubs will make you look younger and sexier. Now, let's pump up the copy with some value in dollars and cents.

Announcing Popcorn Facials. An innovative new scrub that uses the exfoliating power of popcorn to smooth away your wrinkles and dead skin cells. With Popcorn facials, your skin will look sexier, younger, not to mention yummier in a matter of days instead of weeks. Best of all, as a new customer, you'll receive this popcorn facial mask for only \$4.95...that's an astounding \$10 worth of savings.

2) Keep it short. Keep scrolling to a minimum.

The more they have to scroll, the more customers you're likely to lose. If you have long pages of copy and pictures, consider breaking it up into separate pages. Or, you can place internal links within the copy. Alternatively, you can place a table of contents at the beginning -- Anything that'll keep your customers from strolling because of excessive scrolling.

3) Be eye-friendly.

Nothing instills eye fatigue like a block of seemingly endless black and white text. You can beat this by including bullets, pictures, indented paragraphs, etc. White space breaks your copy into more manageable chunks.

Your reader will be grateful and more likely to read your copy because the task won't seem as daunting.

4) Get attention with your headlines.

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Think of your headlines as shortcuts. At first glance, these informative nuggets should give your customers a one-sentence summary echoing your customers' thoughts, "How does this benefit me?" Without the headlines, your readers will be likely skip over the most important information in your copy.

5) The golden rule of copywriting...Tell them what to do!

A necessity, it may seem pushy but a call to action is a must needed statement in your copy. It should tell the reader not only what to do, but also how to do and when to do it.

For instance, instead of saying click here say, "visit this site today for the latest advice and best tips on how to lose 5 lb in less than a week..." The more specific you are the better.

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10 Tips For Writing A Persuasive Ad!

By Larry Dotson

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1. You can get ad copy ideas by studying similar product's advertising material. Collect their sales letters, classified ads, web ads, e-mail ads, etc.
2. Know exactly what you want your ad copy to accomplish. It could be to qualify prospects, make sales, generate leads, attract web traffic, etc.
3. Make a complete list of your product's benefits and features. Begin your ad with the most important benefit either in your headline or first sentence.
4. Make your ad benefits as specific as possible. Include exact numbers, percentages, times, colors, smells, sounds, descriptive adjectives, etc.
5. List all the ways your product is different from your competition's. Include all the differences in your ad copy that are better than their product.
6. Use graphics, pictures and drawings of people actually using your product to solve their problem. Include a picture that also shows the results.

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7. Make a list of your target audience. Write down what reasons would attract them to purchase your product. Include those reasons in your ad copy.
8. Include any proven facts in your ad copy. They could be customer surveys, scientific tests, product reviews, etc.
9. Tell your audience what kind of support they'll get after they buy. It could be free consulting, tech support, free servicing, etc.
10. Ask people at the end of your copy why they decided not to buy. This will give you new ideas on how to produce a more profitable ad copy.



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