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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!

8 Steps To Irresistible Email Copy Every Time

By Uli Mewes

=> Step #1 – WHO DO YOU THINK YOU'RE TALKING TO?

Before you sit down to write your email sales letter, you've got to determine exactly who your audience is. This is a master key to getting results from email marketing.

Ask yourself these questions:

– What do your prospects/customers want? – What frustrates your prospects/customers most? – Who else is selling something similar to you? – Why should your prospects/customers believe you? – Why should prospects/customers respond to you instead of someone else? – What kind of appeals will your target market respond to?

=> Step #2 – A GREAT SUBJECT IS YOUR OBJECT

Before an email can generate results, recipients need to open it. But what can you do to spark their interest and get their interest "motor" revved up?

Your SUBJECT LINE is the key.

There are four types of email formulas you can use as a guide in crafting your email. Each has a different PSYCHOLOGICAL APPEAL that works like magic on consumers. Here are some examples:

- State a powerful benefit – "Empowerism Satisfies Your Need for Leads"
- Pique curiosity – "Empowerism Has Uncovered the Secrets of Success"
- Write your subject line with a news angle – "Empowerism Launches RSVP For Those Who Want to Double Their Money Fast!"
- Offer Immediate Gratification – "With Empowerism RSVP, you can start the money wheels turning before the sun goes down tonight"

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Here`s an important "homework assignment": Write at least 25 SUBJECT LINES before you decide on which one to use. Take the best two and test them against each other in your marketing campaign. (Save the "losers" to use for other purposes or spruce up later.)

=> Step #3 – WHAT`S IN IT FOR THEM?

Sit down and write every conceivable benefit your product has. Don`t know the difference between features and benefits? Features describe the product; benefits describe the results of using the product. Features appeal to logic...logic justifies emotion...emotion drives sales (see below).

Here`s a rule of thumb for benefits: ask yourself "What can my product or service do for my customer?" Then begin to write your letter telling your reader WHAT`S IN IT FOR THEM. Tell them how much

better life will be for them after they buy from you. Tell them how much better they`ll feel. Tell them how their peers will respect them more.

=> Step #4 – AN EMOTIONAL APPEAL

When promoting anything to anybody, you must remember that buying decisions are based upon emotion and later backed up by logic. Before you write a single word, determine what emotional hot buttons you need to push to "jumpstart" your prospect.

Selling health supplements? Go for the "fear of illness" button with "A Natural Way to Save Your Eyesight." Selling political bumper stickers? Hit the "anger" button with: "Let the President Know What You Think of His Policies." Other buttons include: curiosity, greed, ego, vanity, hope, and/or fear of scarcity or security.

=> Step #5 – A NAME YOU CAN TRUST

To convince people to buy your product or service, you must make them believe that your offer is credible and that you (or your product) will deliver as promised.

How do you do that? Here are three ways you can build credibility with the readers of your sales letter:

– Provide testimonials. – Include endorsement letters from authority figures in your industry – Make your offer and promises sincere and believable.

=> Step #6 – A GUARANTEE

Nowadays, trying to sell without some type of guarantee is a losing proposition. You`ve got to have one. And the stronger your guarantee, the better your response will be. And, believe it or not, although most people will NOT ask for a refund, they`ll trust your offer knowing that you stand behind it.

You can offer a 24–hour, 30–day, 60–day, 90–day, or even a full–year. And here`s an interesting fact: The longer the time period, the fewer returns you`ll have! It`s human nature to procrastinate, so the

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more time someone thinks they have to get a refund, the more they`ll put it off or forget about the refund altogether.

=> Step #7 – DON`T FORGET TO ASK

It happens all the time. Someone makes a fantastic sales presentation, and then doesn`t close the deal because he/she didn`t clearly ask for the order or made the process confusing rather than simple.

– From the Research Department: Statistics show that you need to ask for the order at least three times to close substantial sales. (Some studies put the number at 7!)

If you can, offer several ways for your prospects to order -- consumers love choice. It tells them, "You`re talking directly to me and meeting my unique needs." If you only offer one way to order, make it crystal clear how AND how easy it is. Describe it in detail and ask for the order. Then ask again.

=> Step #8 – THE EYES HAVE IT

It`s a well-known fact: Large blocks of copy are intimidating and will often send people running for the hills or at least the Delete button.

The solution? Break up paragraphs into two to four sentences. Use several subheadings throughout the email letter. And use asterisks, dashes, and ellipses (...) to give your copy more rhythm. Bullet points are excellent eye-catchers – use them whenever appropriate.

Uli Mewes – Internet & Information Resource Center. For more information about this topic or/and other topics, please visit

<http://www.article-traffic.com>

Killer Copy – What is it and how you can MASTER the Art!

By Chuck Crawley

Killer Copy – What is it and how you can MASTER the Art! by Chuck Crawley

Killer copy is a phrase that you probably see in the Internet Marketing arena quite often.

What exactly is Killer Copy?

First, the word Killer is misleading. Killer as defined by the Webster's Desk Dictionary goes something like this...

"to cause to be destroyed, to defeat or veto, to cause to cease operating".

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Not exactly what you want to do with your ads and Web Page content. So, let's redefine what Killer Copy is all about.

We'll use the words "Persuasive" and "Irresistible". Persuasive means "to cause (a person) to do something by appealing to reason or understanding". Irresistible means "incapable of being resisted, extremely tempting or enticing".

Now, Killer Copy is content that will cause a person to do something by appealing to reason and understanding. Creating content that a person is incapable of resisting. That's what I call Killer Copy!

Persuasive Copy should be the MAJOR goal in your quest to make money on the Internet. Creating a Persuasive Ad leading to a Persuasive Web Page or Sales letter will literally make you rich overnight.

Just imagine an Ad that draws hundreds of responses every time that it is placed in front of your target audience. The responses from this ad then leads to a Web Page or Sales Letter that produces sales like a cash generator.

The reality of this scenario is really not that far fetched!

So how can you create Persuasive Copy for your product or service?

The first step to creating Persuasive Copy is to KNOW your product or service. Take the time to really study your product or service. Extract the benefits of your product or service that makes it incapable of being resisted. What is it about your product or service

that is extremely tempting or enticing?

If you can't find these benefits in the product or service that you are presently promoting, then drop it and find one that does. Don't waste your time on a product or service that does not meet the qualification for Persuasive Copy.

Why not CREATE your OWN product or service? You can create the Ultimate product that would contain all of the benefits of the Persuasive Copy definition. An Info product or a service that you are already familiar with or have some degree of expertise. With your OWN product you are in control. Sculpture it to fit the attributes of Persuasive Copy.

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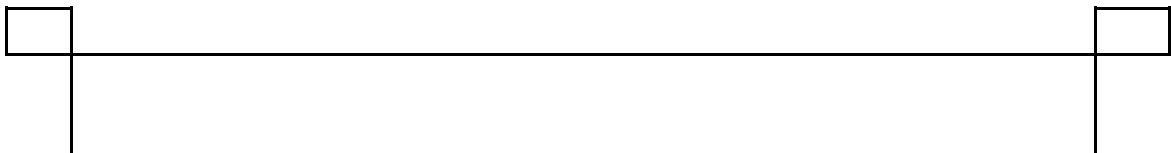
Here's a tip on how you can learn how to write Persuasive Copy. Business Opportunity magazines are good sources of Persuasive Copy materials. Seek them out and read them several times a week. Reading persuasive copy will train your mind to write irresistible copy. To reinforce this action you should also copy the material out in your own handwriting. Sounds like hard work but the rewards can be overwhelming. Set aside a little time each week to teach your mind how to write Persuasive Copy.

Killer Copy or Persuasive Copy, you decide. Start now to dedicate a majority of your Internet marketing time to learning how to create this Ultimate weapon. Now that you know what it's all about use this information to create copy that NO ONE can resist.

Chuck Crawley is editor of the ADSTPLC Newsletter and Webmaster of the KILLER ADS SITE. Writing Persuasive Copy is a art that you can easily possess with the right learning tools. Here are a few powerful writing tools that will get you there. <http://unionez.net/adsezine/Killertools.html?Art>



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