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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!**

**Before You Begin: Pointers for New Writers**

**By Theresa V. Wilson, M.Ed.**

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Most writers are readers first. Whether historical, research, romantic mystery or spiritual focus. Many well versed writers have either read extensively or have been challenged by a variety of in depth life changing experiences. Remember, your best writing already is "in" you.

Let's talk about how to put those thoughts on paper. First, discover what inspires you:

**Are You A Romantic?** We all have that special someone—first love, new love, unforgettable moments or situations that strengthened a love relationship. Most important here is to write straight from the heart, making each scene as real for the reader as it was for you.

**Do You Love To Travel?** Don't consider taking that next trip without a pad, pen or tape recorder. You don't have to write the perfect copy from the hotel or cruise ship, but become more aware of your surroundings. Take an "inside perspective" of the décor and service, note the ambience, and be prepared to describe your experience. There are many magazines on and off line that would appreciate a first hand description of popular vacation "hot spot" or cruise packages. It's a great way to "break the ice" and achieve your first byline.

**Are You In To Healthy Eating?** Canvas health magazines, family journals and review food commentary pages of local newspapers. Your approach might include writing an overview of the variety of uses of a particular health related food, like Tofu. You might include a tasty recipe idea. You might even submit a picture of the final "tasty dish" with your article. If attractive enough you not only have a first article, but you've also become a self –made photographer.

**How About "How To"?** Have you ever wondered how books like "Computers For Idiots" became so popular? Don't. Generally, people want to know how to do just about every conceivable thing you can imagine. You may have a creative way to cut corners in home improvement, gardening, or interior decorating. You may also have successful child rearing tools and techniques. Whatever it is, someone wants to read about it. All you have to do is write the details.

## Before You Begin: Pointers for New Writers

As a first time writer, the ultimate point to remember is you should always start with what you know or have personally experienced. Let the words come, don't analyze your thoughts while they are thoughts. Spending too much time rethinking can spoil a great work in the making.

Stay personal. Write as if you are verbally telling the story or having a conversation with a good friend. Maintaining a casual attitude keeps you relaxed and open to ideas and witty thoughts.

Let your first draft be a "free flowing" experience. Have fun with it. You can get technical later. If it hasn't already, writing will become part of you. Not unlike riding a bike, the more you write, the better it gets, and the more comfortable you'll become. Let your inner source guide, direct and keep you on track. Do not hesitate to ask God to give you the words to write and or what topic to develop. There is no better source of inspiration.

Theresa V. Wilson, M.Ed. is a Freelance Writer, with over eighty bylines in several business, family and women on and offline publications including a recent issue of Guide to Retirement Living, Godly Business Woman Magazine, and The Greater Omaha Parents Journal. She is owner of a home based business dedicated to families and caregivers facing health recovery and crisis related issues. For more information, visit [www.meetingtheneeds.org](http://www.meetingtheneeds.org)

### **Writing Great Sales Copy**

**By Kevin Nunley**

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A lot of people shy away from writing their own ads and sales letters when it's really not necessary. If you have even a basic grasp of writing skills, you can easily write your own stuff that really sells. You probably just need a few pointers about format and language.

When formatting an ad or a sales letter, put the most important benefits right up front. Put yourself in the customer's shoes and ask yourself what the customer will really go for. Focus on that point.

Keep your sentences short and simple. Sales copy needs to be crisp and clean or people lose interest. With simple sentences you can steer clear of confusion and get right to the point of the ad. Take it a step further in your classified ads and alternate complete sentences with catchy two and three-word phrases.

Break your copy into short sections. Professional writers often

keep their paragraphs to two or three sentences. This makes your copy much easier to follow.

Use visual tricks to grab attention. Use headings and sub-headings to emphasize your most important features, and use bulleted lists when describing product features.

Include a P.S. in sales letters. Most people read the P.S. first. Use it to restate your main offer, and then add a special bonus. Include a time limit to get the good deal. This encourages people to buy more quickly.

And finally, once you've got your sales letter or ad set up in this clean and simple format, make sure you're using clean and simple language to match, and not gobbledygook.

We all know what gobbledygook is, it's that overcomplicated, cliched and unnecessarily formal language that can either totally confuse us or just put us to sleep. Either way it loses the customer, and loses you the sale.

In an effort to seem smart or serious or professional, bad

business writers often end up using gobbledygook. I see sales letters and emails all the time with business-speak phrases like "in our considered opinion" and "enclosed please find." This makes the seller sound stuffy and unapproachable. Simplify these into everyday language. Write how you would speak: "we think" and "here is," are much better choices. Customers relate to conversational language.

If you follow these pointers you should be able to come up with some pretty good copy. Keep plugging away at it, and you'll find you get pretty good. Who knows? People might even start coming to you for writing advice.

Kevin Nunley provides marketing advice, copywriting, and promotional packages. See all his tips to help your business or career at <http://DrNunley.com> Reach Kevin at [atkevin@drnunley.com](mailto:atkevin@drnunley.com), or 801-328-9006.



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