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ENERGIZE YOUR SALES COPY TO INCREASE YOUR SALES

By Bob Leduc

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Would you like to capture more sales with your web site, sales letters, and other promotional messages? It may not be as difficult as you think. Here are 5 proven tactics you can apply to energize your sales copy -- and increase your sales volume.

1. REPLACE GENERALITIES WITH SPECIFICS

Look for general statements in your web pages and sales letters. Replace them with specific statements.

For example, a general statement like, "Our clients get more sales", is dull. Replace it with "Most new clients enjoy at least a 23 percent increase in sales within 60 days" to create excitement. This motivates prospects to sign up now so they can start enjoying that 23 percent sales increase.

IMPORTANT: Make sure your specific statements are accurate and believable or your credibility will be challenged.

TIP: If something sounds too good to be true your prospects will assume it's not true and they won't buy. Understate any specific claim that sounds exaggerated ...even if it is true.

2. SHORTEN PARAGRAPHS, SENTENCES AND WORDS

Long paragraphs and sentences bore your prospects. It causes them to lose interest before getting to the end of your

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message. Short paragraphs and sentences are easier to read. They hold your prospect's interest.

Divide long paragraphs into shorter paragraphs of 7 lines or less. Break up sentences longer than 18 words into 2 sentences. And look for long or uncommon words you can replace with commonly used words. For example, replace words like "originate" with "start" or "receive" with "get".

3. CONVERT PASSIVE WORDS AND PHRASES INTO ACTIVE ONES

Your sales letter or web page must build the prospect's

desire for your product or service then motivate them to place an order. It must also hold their interest and keep them emotionally involved through the entire process or you won't get the sale.

Active, stimulating words and phrases keep your prospect involved and interested in reading your sales copy. Look for dull passive words and phrases you can eliminate or replace with active ones. For example, change a phrase like "...it's practical and inexpensive" to "...it's fast, easy and you'll save \$99"

4. GET RID OF HUMOROUS REMARKS

Humor can be effective in some media -- but not in written sales messages. It distracts your prospects by interrupting their mental focus on your message. This distraction can cause you to lose some sales. Get rid of any humorous remarks in your web pages and sales letters.

SUGGESTION: Replace your humorous remarks with real life stories from customers describing how they benefited by using your product or service. Real life stories add human interest and draw prospects into your message. Humor distracts their attention away from your message.

5. INCLUDE A MOTIVATING "P.S."

Most prospects glance at the beginning of your web page or sales letter then jump to the end before reading anything in between. Take advantage of this and put something at the end of your message to stimulate their interest. Create it as a

"P.S."

For example, use a "P.S." to emphasize your offer, highlight a deadline or to dramatize a significant benefit. All of these will pull the prospect into your message.

Use these 5 proven copywriting tactics to energize your sales copy. Your web pages, sales letters and other promotional messages will immediately start producing more sales for you.

Bob Leduc retired from a 30 year career of recruiting sales personnel and developing sales leads. Bob recently wrote a manual for small business owners titled "How to Build Your Small Business Fast With Simple Postcards" and several other publications to help small businesses grow and prosper. For more information... <mailto:BobLeduc@aol.com?subject=Postcards> Phone: (702) 658-1707 (After 10 AM Pacific time)

Ways To Improve Your Ad Copy

By Robert Kleine

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1. You could decrease or increase the length of your ad copy. There is no rule on how long your ad copy should be unless space is a consideration. The ad should be long enough to sell your product.
2. You could add some sub headlines on your ad copy. Sub headlines act just like headlines; they grab the readers attention. They'll keep the readers interested as they continue to read your ad.
3. You could ask your reader questions through out the ad copy. They will answer the questions in their own head as they read your ad copy. The questions you ask should persuade the reader into buying.
4. You could highlight keywords through out your ad copy. The keywords should be attractive to your target audience. You could highlight them with color, underlines, italics, etc.
5. You could bullet or indent your benefits on your ad copy. Most people won't read a whole ad copy,

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so make your products benefits stand out and you won't lose the sales from all the skimmers.

6. You could change the size of your text on your ad copy. You want to make your text large enough so it's not hard to read. You also want your headline and major points to be larger so they will stand out.

7. You could raise or lower the price on your ad copy. A higher price could increase the perceived value of your product and a lower price could lessen your product's value.

8. You could add proof of results on your ad copy. You should include testimonials, endorsements, and factual statistics to prove your product's claims.

9. You could add special offers on your ad copy. It's usually easier to sell the offer than the product.

You could use discounts, free bonuses, volume sales, etc.

10. You could eliminate the hard-to-understand jargon on your ad copy. Unless your product calls for technical words, you want your ad to be read without people pulling out a dictionary.

Robert Kleine is the owner and webmaster of OpportunityKnoxx

where you will find thousands of free webmaster resources, free ebooks and software.



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