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Five Secrets of Writing Great Sales Copy

By Vincent Czaplyski

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Why are you reading this sentence?

I'll bet you a steak at Ruth Chris it's because of the implied promise of the title. That promise - that you'll soon be privy to five well guarded secrets of writing great sales copy - just grabbed the skeptic in you by the scruff of the neck. It stood her on her heels and made her think, if only for a split second, that maybe there's some gold here.

So the title - or headline if you prefer to think of it that way - did its job. It got you to read the next sentence by arousing your curiosity. It probably made you feel that you could profit from these secrets. In other words it appealed to your sense of greed. And it might even have touched a couple of your other emotional triggers, like vanity or laziness, (or more positively) pride.

I don't know you well enough to say exactly which emotional hot button it triggered in you, but you're still reading aren't you? So I'll up the ante. A bottle of good wine to go with the steak says some basic emotion was triggered.

Five Secrets of Writing Great Sales Copy

All of which leads us to Secret #1: People buy things for emotional, not logical reasons.

And the emotions that count most are whichever ones your copy stirs up in your prospect. Your prospect doesn't care one tiny little bit about you or your product. She could care less if she never heard from you again. What she cares about is that little voice inside her head that keeps asking, "What's in it for me?"

Never forget this. Your copy must keep answering that question until your prospect is completely involved with your message. If your copy starts off telling about your product and not what it can do for your prospect, it is almost certainly doomed to failure.

Secret # 2: Good copy helps the prospect picture your promise in her mind's eye.

It isn't good enough to just make a promise. You need to further involve your prospect by helping her picture herself experiencing your promise. She has to be able to see it, taste it, and feel it. Otherwise the skeptic in her will step right back in and start giving her reasons to disbelieve your promise.

You need to tell her something like this:

"Imagine a hundred of your business peers jumping to their feet in wild applause as you accept your industry's top marketing award. Then the room grows still, the audience hanging on your every word as you begin to tell the story of how five powerful copywriting secrets changed your life..."

Think of the last car commercial you watched. Probably strong on breathtaking mountain roads, beaches at sunset and sexy models - emotional appeals all. Do they have anything to do with cars? No. Do they help sell a lot of cars - you bet they do.

Secret #3: Once she can picture your promise for herself, she's ready for logical proof.

You've got her where you want her. Your words have carried her away to some place in her imagination where your product

makes her feel more powerful, sexier, smarter, more beautiful - whatever. She really wants to believe it - all of it. She's letting her mind run a little wild. She's got the top down on the car you want her to buy. She's downshifting into third gear coming around a hairpin turn. Her hair is blowing in the wind, the sun is on her face and a blue ocean sparkles in the background.

But around the next corner is Ms. Skeptic, just waiting to throw cold water on this carefully crafted picture.

It's your job to make sure she never even sees little Ms. Skeptic. You reassure her with testimonials. You tell her salt air won't harm the paint job. You let her know that this car has the best safety record of anything in its class, and she'll never have to worry about breaking down again. In other words, you give her logical reasons to justify her emotional decision.

Secret #4: Your copy should focus on a single primary benefit - your Unique Selling Proposition

Every product should have one special selling point that

sets it apart from every other product in its class. It's your job to find out what that Unique Selling Proposition is and never let your prospect forget it. It's OK to mention other benefits, but you should drive home the USP more than any other point.

Recognize these classic USP's? They sold a lot of products...

"We're number two - we try harder." "Your pizza delivered in 30 minutes or less, or it's free."

Secret #5: Always include a specific offer and ask for action.

You're almost there. You've made her a promise that hooked her emotionally. You helped her see herself living that promise. You gave her plenty of proof that she was making the right decision, and you stressed your product's USP throughout your copy.

There's just one thing left to do. You look her in the eyes

and state your offer clearly. Then tell her what she must do to get it. In other words, you close the sale.

To summarize:

- Make a PROMISE
- Let your prospect PICTURE the benefits
- Supply the PROOF that you are telling the truth
- Stress the UNIQUE SELLING PROPOSITION
- CLOSE the sale by making a specific OFFER.

Copywriter Vincent Czaplowski owns Hampshire Cove Marketing, Inc., which provides copywriting and marketing services and products. Contact him at info@solidnetgold.com Subscribe to his free bimonthly newsletter full of powerful marketing tips at <http://www.SolidNetGold.com/mh-signup.htm>.

Secrets Exposed! (And They Don't Even Know It!)

By Joe Bingham

Secrets Exposed! (And They Don't Even Know It!) by Joe Bingham

This is it. This is the unraveling of the Internet Marketing Era as we know it. I now have the key to all the marketing knowledge you will ever need ---- for FREE even!

Absolutely nothing can escape this tactic, it's...

Stop laughing! I'm serious here! Come On! Just because I usually do humor here doesn't mean I can't have a serious thought once in a while, does it?

And yes, as a matter of fact, there is one serious bone in my body. In fact there are two. They are located in my upper arms, between my shoulders and my elbows.

They are called the humerus bones.

Ok, ok. Point taken. I have no serious bones in my body.

But I really do have The ULTIMATE Secret to Learning about Internet Marketing. This is Breakthrough! This is Genius!

And I'm going to EXPOSE the secret right NOW!

As soon as you each send me \$19.95.

Oops! Ha, Ha! Just kidding. That was just a little bit of the evil, greedy, marketer in me shining through. But hey, I have to pay the bills somehow. It's not like my kids can eat email for breakfast you know!

I do, but that's different.

ANYWAY, this is one of those rambling articles isn't it? But it's ok, because right now we have...

SECRETS EXPOSED!!!

Now, I'm going to be serious for a moment, because you can actually do this. Next time you're reading the sales pitch for an e-book or marketing program, pay attention to the way they are trying to get you to buy.

Guess what? If the people trying to sell you this thing really believe in the sales or marketing tactics they are offering to you, **THEY WILL BE USING IT ON YOU AT THE TIME!!**

Wow! I just saved everybody a **BUNCH** of Money! You no longer need to buy the e-book or marketing program. Just analyze their sales copy. It's all right there. All of their tactics, 'magic words', web site design know-how, and marketing skills will be in use, right there, on you!

Conversely, if they aren't using what they are trying to sell, you have to wonder if they really believe in it or not.

Otherwise, look up, look around, it's **ALL** right there! Why buy it! They are giving it all away! Right in front of you on the World Wide Web is their...

SECRETS EXPOSED!!! (and they don't even know it!)

You've just got to ask yourself some questions. If the site is selling 'magic words', look at the bold words on the page. What are their magic words? Huh! There they are!

If they are selling 'web site traffic' secrets, think about how they got you there. Wow! There's a secret. Where else have you seen their ad or link? More secrets!

How is the site set up? Do they have a newsletter list? Do

they use auto responders? If so, I bet they believe in them and recommend them in the \$39.95 book.

Select a site or program you admire and pick it apart. What are they doing? What got you interested in them?

Better yet, dig up an e-book that you read before and go back to the site you bought it from. Then, take what you learned from the book and dissect the site. I'll bet every one of their secrets is right there! Now, apply that to other sites you visit.

Incredible! What a resource! Sales copy and web sites are extremely numerous, and now their educational!

See, see, I can be serious once in a while. It's not my fault that my humerus bones are located between my brain and my keyboard.

That brings up a thought. I wonder how my writing would be if I learned to type with my toes?

It would probably stink. Depending on how often I washed my socks, of course.

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