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**Four Simple Steps to Improve Your Sales Copy**

**By Jennifer Stewart**

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You know what its like, you're reading the sales material about a product you're considering buying, but, as you read, all these questions seem to pop into your mind, but there's no-one there to answer them, so you shelve your plans to purchase.

If it happens to you, you can guarantee it also happens to your customers when they read your sales copy. So, what's the answer?

You don't have to practise mind-reading, just good-old fashioned common sense – here's a four-step format to help you reassure your customers by answering those unasked questions:

1. "What's in it for me?"

Paint a picture

You already know it's important to promote the major benefits of using your product in your opening copy, but don't just list the benefits. Paint a picture so your readers can visualise themselves enjoying these benefits.

Not: "Save time and money with Acme widgets," but, "Free! Four hours a week to read a book, walk along the beach and follow your dream when you use Acme widgets the quickest Widget on the market today."

2. "How can you give me this?"

Explain why

People aren't silly, they're not going to believe something just

## Four Simple Steps to Improve Your Sales Copy

because you say it's true. You must offer credible, logical reasons to support your claims.

"Acme widgets achieve faster results because we incorporate not one, but two gizmos. In controlled tests conducted by XYZ, our widgets consistently out-performed the competition in speed, accuracy and endurance."

### 3. "Why should I believe you?"

Give reassurance

This is the time to give some details about you and your Company, provide information about your credentials,

qualifications and experience in the field. Now you can also include brief testimonials from satisfied customers (provide as much information to identify the customers as they're willing to allow anonymous testimonials are almost worthless).

### 4. "What if I don't like it?"

Eliminate the risk

The final stumbling block is usually the fear of losing their money if they don't like the product or find it's not what they expected, so offer your customers an iron-clad guarantee.

It can be a full refund, a double ripple money back or whatever you feel you can afford. Always include a time factor – the longer the better – people like to know you'll be around for the long-haul.

Incorporate these answers in your sales copy to help turn your readers into buyers.

Jennifer Stewart has had her own web-based business since 1998, offering professional writing services to clients on every continent except Antarctica! Visit: <http://www.write101.com> to see how your business can benefit or subscribe to free, weekly Writing Tips: <mailto:WritingTips-subscribe@onelist.com?subject=Subscribe>

## **How To Write Killer Sales Letters**

**By John Colanzi**

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How To Write Killer Sales Letters

## Four Simple Steps to Improve Your Sales Copy

by John Colanzi

I'm sure you've seen those ads that grab your attention and have you ready to pull out your wallet or credit card. They are literally making you an offer you can't refuse.

Don't you wish your ads were that persuasive?

Are the marketers who wrote these ads natural born writers, or is there a formula that you can learn?

Writing to persuade is a skill that can be learned, like any other skill. It's just a matter of breaking down the process into four simple steps.

Step # 1.

The first step in writing your killer sales letter is to identify your target market.

This seems simple enough, but how many marketers do it?

When reading some of the ads I get in my inbox, I have to wonder.

I don't want to burst your bubble, but the truth is, not everyone on the planet is a prospect. Concentrate on those who are.

Before you begin your ad campaign identify your target audience.

Step # 2.

Once you've identified your target market determine what their major problems are.

\* Do they need more money?

\* Do they need to save time?

\* Are they interested in improving their health?

Sit down and determine every problem that your

## Four Simple Steps to Improve Your Sales Copy

prospects have and decide how your product or service can help solve their problems.

There are no shortage of problems, but there is a shortage of problem solvers. Start thinking in terms of becoming a problem solver and you'll always be in demand.

OK, you've identified your market, you've determined what problems they have, now you're ready for the next step.

### Step # 3.

The third step in writing your killer copy is to let your prospects know that there is a solution to their problem. Not only is there a solution to their problem, but you have the solution.

Remember these three magic words, "I can help."

Identifying the problem is not enough. You have to show the reader that there is a solution and you have it.

Tell them every benefit they will get when they order your product or take advantage of your service.

Let them know you can help them make more money, save time, or improve their health.

### Step # 4.

The final step in creating killer ad copy is getting the prospect to take action.

Identifying your market, determining their problems and letting them know you have the solution, is not enough.

You have to make them act.

You have to create a sense of urgency.

There are many ways you can do this. You can offer a special discount for fast action.

## Four Simple Steps to Improve Your Sales Copy

You can offer special fast action bonuses.

Ask for the order.

Let them know they don't have to put up with their problems another day. You can solve them right now.

These four steps are a basic outline to get you started.

Start studying the sales letters you read and break them down into the four basic steps. Determine how effective the writer was in covering the bases.

Make notes on how you could improve on the sales letter. Learning to write persuasive copy is a life long venture.

You can write persuasive copy. You have the basics, the rest is up to you.

Wishing You Success,  
John Colanzi  
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