

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**How Great Copywriting Sizzles For The Sale**

**By Joe Bingham**

**How Great Copywriting Sizzles For The Sale by Joe Bingham**

Great copywriting really ticks me off. No, I mean it. In fact I think I already wrote an article about it. It was called "Why I Hate Compelling Ad Copy" if I remember right.

What makes me mad about great copywriting is simple. It leads me. It brings out my impulses and guides me to where the writer wishes to take me.

In fiction, that's a wonderful thing. It makes the story more enjoyable. However, when copywriters do it, the conclusion of the work inevitably involves me spending my money and I hate that! Either that or, if I refuse to spend my money, I never get to read the conclusion.

In other words, great copywriting can make me feel out of control. I'm educated in the art enough to see what they are doing, yet the masters can still guide me where they will --- and I hate it!

Now, having said that, what is it about great copywriting that draws us in? Yes, I'm done whining and can get to the point now.

I've narrowed the power of great copywriting down to two things.

**CURIOSITY**

## How Great Copywriting Sizzles For The Sale

The desire to know is a powerful force. It's led to the word 'secrets' being WAY over used, but that is why it is used.

People want to know. If you've got something, and you know how to taunt with it, you can make the sale.

That may be a somewhat crude way of looking at it, but it's the truth. Great copywriting is more or less taunting. However, and this is important, it's taunting that offers a solution.

It's offering the solution, a way to fulfill that driving need to know, that urges people to buy. The solution can only be accessed, however, when the reader takes action. The action is

either a purchase, a click to another web site, filling in a form, or whatever the copywriter is looking for.

When writing, it's important to first define the action you want people to take at the conclusion of your words. Defining the action you want them to take guides you in your writing.

When using curiosity as a motivator, hint at the information your solution will provide the reader once they take the action you desire. Give bits of information that will allow them to begin to see what you are driving at, but save the majority of information, or what will tie all your bits of info together, for after you get the reader to take action.

Tell them what they will know after they access your solution and create enough desire to know that they themselves will overcome any objections they may have.

### BENEFITS

Expressing the benefits the reader gets with your solution is another method leading people to action. Not only can you create curiosity, but you can show how your solution will benefit them.

Specific benefits are better than generalities as well. The better you explain what it is your reader will know, have, or be able to do after they take the action required to get your solution, the more likely they are to take that action.

Obviously, I've been repeating the words 'action' and 'solution' a

lot until you're probably sick of reading them, but...

That's where the focus of your copywriting needs to be.

The solution is what people want and the action is what you want.

Copywriting is all about you giving your readers enough reason, using curiosity and benefits, to seek the solution you offer even though they have to take your action first.

Just like me, people ARE resistant to taking action. No one wants to be led into doing something, especially where giving up money is involved.

People don't want to do what you want them to do. They'll only act if they believe they are getting the better part of the deal.

The sizzle that makes the sale happens when your words put others in control of doing what you want them to do.

That may seem like a bit of a twisted statement, but think about it. Build enough curiosity, offer enough benefits, and it then becomes the buyer's idea to get what they want ---- NOT your idea to sell it to them.

That's how great copywriting works and how sales happen. The buyer becomes willing to take your action so they can get their solution.

So then here are the steps you take when copywriting.

1. Define the action you want your readers to take.
2. List the benefits what you are offering will give to them.
3. Determine what people who do not have what you are offering may be curious about in regards to it.
4. Create your headline or title from the most compelling benefit or point of curiosity you have listed.
5. Create a desire to know based on the points of curiosity you listed and show the benefits people will receive upon taking the action you defined.
6. Call for them to take that action.

That's the basics behind great copywriting. It's all about having your direction and ideas ready before you start. It's about being

specific, too. Generalizations are often referred to as 'hype'. Get specific, so people know where you're headed and they'll be more likely to follow.

Remember, the sizzle isn't in the seller's mind at the time of purchase, it belongs to the buyer. Otherwise, they don't buy. Your job when copywriting is to put it there.

---

\*written by Joe Bingham of NetPlayNewsletters.com

I've literally driven 1000s upon 1000s of people to my web at no cost by simply promoting articles like the one you see here to other ezines. Now I'm making MY articles available for YOUR use. I write them. You use them for YOUR promotion. See how at: <http://www.netplaynewsletters.com/auctionintro.html>

---

### **Web Site Copywriting – The Headline Said What?**

**By George Dodge**

One of the most important aspects of web site copywriting is learning to write good headlines. But what, exactly, is a good headline?

A good headline grabs the reader's attention and actually draws him or her into reading the article below it. In today's world, the headline is more important than ever before. With so many people living very busy lives, many people don't take much time to read more than the headline. It's important, then, for your headline to be informative and to draw the reader down into the article.

When you provide concise, informative headlines in your web site copywriting, you provide a great benefit to the reader. You show that you value his or her time when you can communicate your product or service's benefits in a headline.

The headline trend is not unique to the Internet. The same goes for newspapers, television and radio – busy people these days need their news in an extra brief form, like a headline provides.

When preparing your web site copywriting, try to create a call to action in your headline. If you want potential customers or clients to ACT NOW, say so.

You've heard that you won't get the sale unless you ask for it, right? Look at the call to action in your headline as your way of asking for the sale. Phrases such as "Call today," "Act now," and "Limited Supply" all create a sense of urgency. If you don't act now or call today, you might miss out.

And, of course, limited supply lets potential customers know that they must act quickly to get part of the available supply. If possible, be specific when mentioning "limited supply." For example, "...only for

## How Great Copywriting Sizzles For The Sale

the first 500 people to order..."

While most people who have journalism experience have been taught to avoid the use of "You" in a headline, the rules are different for the Internet and web site copywriting. The Internet is a more personal experience. After all, a person may search online for whatever he or she desires. The use of "You" in a headline further tailors the personal experience for the reader. "You" is actually encouraged in online headline writing and Website copywriting.

When you are using the Internet as your source of sales, remember that your web site copywriting must find a way to ask for the sale. The best, most efficient way to do this is through the headline. It doesn't have to be a clever play on words or a tongue twister in order to grab attention. Instead, it should focus on the readers' emotions regarding your product or service. Not only will you be selling your product faster, you'll be helping readers better use their time by writing concise headlines that are to the point and informative.

George Dodge is owner of

where you will discover 757 explosive

Web copywriting techniques guaranteed to skyrocket your sales and stuff more cash in your pocket – even if you haven't written a thing since high school!



**This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).**

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**