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How To Improve Your Sales Copy To Get More Sales

By Bob Leduc

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A few small changes in your sales copy can produce a big increase the number of sales you get from your web pages and sales letters. Here are 12 simple things you can do to improve the effectiveness of your sales copy -- and increase your sales.

1. Make sure every part of your message focuses on the customer. Convert anything about you or your company into a customer benefit. For example, replace "14 years of experience" with "pleasing customers just like you for over 14 years".
2. Write your message the way you would write to one person. Many people will read your sales copy. But each person will read it individually. Effective sales copy makes each reader feel like you are writing personally to him or her.
3. Communicate in simple and informal language. Replace words like "originate" with "start" and "receive" with "get". Use active words in the present tense to grab your prospective customer's attention and hold their interest. People stop reading if they begin to feel bored.
4. Convert technical words and phrases into common words. Use words every prospective customer will clearly understand without stopping to think.

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5. Replace general words and phrases with specific descriptions. For example, replace a phrase like "get fast results" with "our new clients average 9 percent more profit in the first 60 days".

6. Divide long paragraphs into 2 or more short paragraphs. People read short paragraphs because they look easy to read. But they skim (or skip) long paragraphs because they look like a challenge.

7. Include some bulleted or numbered lists to make your

message:

- ** Visually attractive
- ** Easier to read
- ** More clearly understood

8. Don't overdo the attention getters. Too much bold type, underlining or all upper case letters makes your message harder to read. Use them sparingly to highlight important benefits or features.

9. Eliminate anything cute, clever or humorous. It diverts the reader's attention away from your message.

10. Keep your message positive and upbeat. Positive copy usually produces better results than negative copy ...except in politics.

11. Make sure your message flows smoothly. Readers should be able to visualize what you're saying without noticing the words you're using to say it. Keep them engrossed in your message.

12. Avoid sensation and hype. They lower your believability and cause you to lose sales. Tone down any claims that sound exaggerated — even if they are true.

Compare the sales copy you are using on your web pages and sales letters with the 12 strategies on this list. Revise your copy to implement those you overlooked. You'll enjoy an immediate increase in the number of sales they produce for you. Then save this list and use it as a guideline the next time you create (or pay someone else to create) new sales

copy.

Bob Leduc is a Sales Consultant with 30 years experience in generating low-cost leads. He recently wrote a manual for small business owners, "How to Build Your Small Business Fast With Simple Postcards", and several other publications to help small businesses grow and prosper. For more info: <mailto:BobLeduc@aol.com?subject=Postcards>
Phone: 702-658-1707 after 10 AM Pacific Time/Las Vegas, NV

7 Tips for Testing Your Sales and Marketing

By Angela Wu

One marketing technique may work wonders for someone, but that doesn't guarantee that it'll do the same for you. The only way to really know what works for YOUR products and YOUR target audience is to experiment. Testing and experimentation are crucial to increasing your profits.

1. Try using the occasional pop-up window to get more subscribers to your newsletter. Some people **really** hate these, so use them sparingly. For example, you could have a window pop up only the first time someone visits your site ... or you could have one appear whenever someone leaves your site. Try different scenarios to see what works best.
2. Change the price of your product and see what impact it has on sales. Even if your sales drop, you may still come out ahead when it comes to profits. Note: your sales may not drop at all; I increased the price of my own booklet from \$12.95 to \$19.95 and sales stayed the same. You never know until you try.
3. Test different sales copy on your website and in your autoresponder. Should you come on strong, be subtle, be extremely detailed? Does long sales copy do better than short copy, or vice versa? Do you get more sales by spreading your sales copy on multiple pages, or by putting it all on one page? Be sure to make backups of your previous work; if you find the new copy kills sales, you can always restore the previous version.
4. Track your advertising. There are a number of commercially available ad tracking packages that can help you see which ads are working well and which aren't. Discard anything that doesn't work, and try to improve on ads that appear to work well.
5. Experiment with the navigation of your website. For example, change the number of clicks required to get to your ordering page, or change the flow of navigation so that your visitor always ends up at an ordering page.
6. Test different types of links. You might try short ads in the margins of your web pages vs. text links within the context of an article, for example.

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7. Test response rates between direct links to your sales page and the use of a follow-up autoresponder. Sometimes people just need an extra 'push' or a reminder to order. (make sure your autoresponder has an easy way for your prospect to unsubscribe)

Angela runs several successful sites dedicated to helping beginners profit from the Internet. Her new web magazine, Online Business Basics, features step-by-step tutorials for eBusiness 'newbies'. To

take the guesswork out of starting and building an Internet business, click over to

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Ways To Improve Your Ad Copy

How to Double Your Online Sales Without Spending Another Dime on Advertising

How To Test The Body Of Your Sales Copy For Weaknesses

Killer Sales Copy Formula

Copywriting Crash Course

How To Improve Blood Circulation

Profitable Crafts Vol 3

Killer Conversion Tactics

AX Gold's Download Page Protector



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