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## How to "Disguise" Your Sales Letters Online

By Andrew Clacy

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The Internet is known as the "Information Super Highway" and that's a term that every Internet marketer should know by heart.

Why? People log onto the Internet to get information, not to be sold.

Many people online are turned off at anything that resembles advertising. They completely ignore banner ads. And they're using that "pop-up" blocking software like crazy to stop pop-up window ads altogether.

So what's an Internet marketer to do?

Well, here's an idea: Write books, articles and special reports.

Writing books, articles, and special reports as a promotional device isn't new. Businesses have been doing it for years. Knowing that people like information, coming out with an information product is a proven way to build credibility for your service while also promoting it. Online, this technique has never been more powerful.

Think of what your prospects and customers want to do and why they come to you. Then pick some aspect of that subject and turn it into a special report.

For example, a tax attorney could write a report titled "10 ways to find hidden deductions in your business". A florist might write a report on "How to pick out the right flowers for the right occasion".

The idea is to create a benefit-rich short article that people will want to read. And when they read it, they'll think you're the expert just because you wrote it, and the examples in it just happen to plug your services.

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Your report essentially becomes your sales letter. Here are some examples of booklets and reports from real businesses:

Guarantee Mutual Life came out with "How to Protect Your Business" U.S. Savings & Loan League came out with "How to Stretch Your Dollar" National Football League came out with "Official Record Book" American Cancer Society came out with "You Can Fight Cancer and Win"

You too can create a report that offers real information to people while also plugging your business. Something as short as 400 words (about two typed, double-spaced pages of text) would suffice.

Think of how your service benefits people, and then write an article that helps them perform that service for themselves.

If you're a web programmer, it might be "5 Ways to Protect your eBooks from Hackers and 'Download Thieves'."

This is acceptable advertising online. When people read your report, they learn solid, helpful information. They don't learn enough to replace you, however. So when they need some programming done on their web site, you are the person they think

of to  
call!

Best wishes,  
Andrew Clacy  
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Hi there, I'm a Fulltime Internet Marketer, Entrepreneur and Website Developer from Albury, Australia. Owner of popular website <http://www.explosivecopycourse.com>

### **The Write Formula**

**By Linda Offenheiser**

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What's the difference between effective sales copy and copy that will fall flat on its face? There are a lot of ingredients that go into good sales copy. Here are just a few of them:

**Put Yourself into It!**

You should know who your ideal customer is – write to that person. Write your copy as though you're speaking to a

friend. Write in a conversational tone – don't be too formal. Forget all of the multi-syllable words! They aren't going to impress your reader; in fact, they may have just the opposite effect. Let your personality show in the words you write. If you do, your reader will place a lot more credibility on what you have to say.

### Describe Benefits NOT Features

The goal of your ad copy is to tell the reader how he will benefit from what you have to offer. Consider your ads to be pre-sales letters. All you want to do is tell the reader what your product, service, business opportunity, etc. will do for him. How will it make his life easier? How will it help his business? In other words, what's in it for him?

The object of the sales letter is to create interest and make readers want to look into your offer. It puts them in the right frame of mind to purchase once they know all of the features. Your web page should do the selling. Your sales letters or ads are just setting the stage for the final act.

### Give it Some Punch!

No one wants to read long technical sales copy. Less is more when it comes to good copy. Especially on the Internet people want to read something quickly and then go on to the next task at hand. Keep your sentences short and punchy. Don't use 10 words if 5 will do. Also keep your paragraphs short – just a couple of sentences will do. If the reader glances at your copy and sees line after line of text he probably won't bother to read it. Use sub-headings to get his attention and draw him to important points. Make good

use of white space to break up your text and make it look less daunting.

### That All-Important Headline

Develop a headline that catches your reader's eye and interest. Make it unique and catchy but make it honest! Don't try to lure a reader by making outlandish promises or by using a headline that has nothing at all to do with your text. Your headline should introduce your text, not disguise it. As with text, short headlines work better than long ones. If your headline doesn't get the reader's attention the rest of your copy will never be read. So

work on that headline until it reaches out and grabs the reader's eye!

And finally . . .

Sales Copy is Never Finished!

You may write your copy many, many times. There are always little ways to tweak it to make it better and you should! Don't let it become stagnant. The best sales copy changes and adapts . . . it evolves!

Linda Offenheiser is the owner of Stress-Free Copy where sales copy comes alive! She also publishes a weekly marketing ezine, All the Write Stuff!, that's informative, friendly and fun! You can visit her at <http://www.stress-freecopy.com> or subscribe at <http://www.stress-freecopy.com/subscribe.htm>

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