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How to Write Killer Marketing Copy

By Scott F. Geld

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Written words are a powerful marketing tool. They have the ability to persuade, reason, explain & direct the reader to take action. They can hold someone's imagination and open them up to possibilities never before visualized. But used improperly or without due care & attention they can destroy all the good work you have done in one foul swoop.

Developing copy for your website is therefore a job that should not be taken on lightly. Here are 5 keys to help hold your readers' attention and convert them to sales and sign-ups on your site –

1) Your Headliner – It takes a matter of seconds for visitors to form an opinion of your site. Many factors will come into play, such as speed of download, graphics etc, so you'll need to grab their attention quickly before they click off the site. A few words that stand out from the background, graphics and the rest of your text will draw the readers' eye – this is your chance to make an impact and keep them on the site. It should be something that compels the reader to want to find out more.

2) Develop Interest – Identify with the reader and let them know that you understand how they feel about the challenges they face. Hint that you have a solution to their problem. This will hook your visitor in, and you can enhance its effect by using keywords and hot buttons to fire the reader's' desire to find out more.

3) Reveal the details – Show the reader your solution and how it will solve their problems and/or meet their goals. Then hit them with additional benefits as to how what you have to offer will exceed their expectations. Use testimonials that verify the strength of the product or service you are offering. Again use keywords and hot buttons that appeal to the readers' emotions, and remember people buy on emotion not logic.

4) Call to Action – No marketing copy is complete without a strong call to action. It is the final push to close the sale that should be lined with incentives. The benefits should be highlighted and the reader urged to take action. You could even mention the consequences of not taking action – a deal always looks better when someone is taking it back away from you!

5) Be Professional! – In the eyes of the reader, the professionalism of your copy reflects the professionalism of its owner, and the more professional it is the more confident the reader is of you and your intentions. Make sure you run copy through a grammar & spell checker before uploading it to your site.

How To Write A Killer Sales Letter

By Patric Chan

I sit down and look at my notebook. Then, I put myself into the `zone`.

That's how I start to write web copy that sells.

Whether you agree with me or not, your web copy will determine whether your product's going to sell online or not.

Simple reason. In an offline sales pitch or presentation, you get to interact with your prospect. You get to touch him. He gets to see you personally.

But not online. No, no, no. It all depends on the words on your site. See how powerful words are?

I'm not saying I'm a guru at web copy. There are many other copywriters who are far better than me. Many. But I've written my own web copy and it's selling. And at the same time, I've been hired to write for others.

Keep on reading on how I write killer web copy and you can pick up any of the tips.

The first part to write a copy, you MUST be in the `zone`.

What the heck is the `zone`? The `zone` is like... the mood. You see, writing a great copy is like an artist painting a beautiful picture. When you are in the `zone`, your hand can't stop typing and your mind keeps on coming up with amazing ideas to write.

Like, I'm in the `zone` when I write this article.

How to be in the `zone`? I'm not sure how you can achieve that, but for me, I put in a lot of passion to write a killer copy and I look into the future to see how this copy will sell like crazy.

That's how I get into the `zone`.

Once you are in the zone, keep on writing. Don't stop. Even though, you know you are writing wrong grammar or putting in weird ideas. Just keep on writing.

Then, after it's finished, read it all over again. This time, you'll pick up the mistakes and you'll add in more ideas. Continue doing this until you are satisfied with your work. Finally, edit your work.

How to Write Killer Marketing Copy

When you start your copy, your headline is one of the most important parts of the copy.

Some copy writers write tons of headlines before they start. For me, I'll write about 5 headlines and read it over several times. Then, I'll pick the best and fine tune it at least 5–10 times before I decide to

use it.

One more part of writing copy; don't feel bad `borrowing' some ideas from successful copy you've seen.

Get a swipe file of the best copy you can find.

And the last thing you need to keep in mind when writing a killer copy is this:

"What's the end result the reader will get if they buy from you?"

Your copy **MUST** sell hope and benefits to the reader if you want them to buy anything after reading your copy.

Now go write your killer copy.

All the best.

Warmest regards,

Patric 'High-Speed Marketing' Chan
Chief Marketing Strategist

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Patric works with world-class internet marketing gurus to build successful online businesses. He is also the author of `How To Make More Money Easily'. Discover more insider secrets and the exact proven strategies to make money online:

How To Write A Killer Sales Letter
Killer Copy – What is it and how you can MASTER the Art!
Killer Ad Copy
How To Ethically Use A "Swipe File" For Your Ad Copy
How To Write Killer Sales Letters

Killer Conversion Tactics
Stress The Silent Killer
How to create killer mini-sites that sell like crazy!
147 Killer Epublishing Strategies

How To Find A Topic For Your Ebook



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