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**Improve Your Sales Copy in Four Easy Steps**

**By Collin Almeida**

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It's no secret that you only have a few seconds to grab the interest of potential customers and try to persuade them to stay on your site. Nor is it a secret that bells and whistles are not the answer.

So how do you gain and keep the attention of your visitors?  
With killer copy!

Words are the most powerful tool you have to do business on the Internet. Without the right words, you could be losing thousands of dollars in profits.

The best way to write effective sales copy is to put yourself in the place of the person who is reading it. Ask yourself all the questions your potential customer is likely to want to ask, and then answer them for him.

Here are four easy steps to help you reassure your customers by answering those unasked questions:

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

Paint a picture

Your customers don't care much about your background, how long you've been in business or how special you think you are. So the first thing you must do is promote the major benefits, for them, of using your product. But don't just list the benefits – paint a picture so your readers can visualise themselves enjoying these benefits.

Don't write: "Save time and money with Acme widgets," but "Free!

## Improve Your Sales Copy in Four Easy Steps

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."

Step 2. "How can you give me this?"

Explain why

You must offer credible, logical reasons to support your claims or people are going to suspect your motives. "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."

Step 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).

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

Eliminate the risk

The final stumbling block for customers 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 instantly turn your readers into buyers.

Collin Almeida. Learn the secrets of writing compelling, order pulling ads and sales letters by visiting the author's site at: <http://MasterCopywriters.com> , the #1 site on the net for copywriting tools and resources. For more marketing, copywriting and advertising resources visit: [www.reprint-rights.com](http://www.reprint-rights.com) Collin can be reached at (541) 736-9631.

## 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.

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

7 Tips for Testing Your Sales and Marketing

How To Write Killer Sales Letters

Ways To Improve Your Ad Copy

How To Improve Your Sales Copy To Get More Sales

Killer Sales Copy Formula

Copywriting Crash Course

Web Biz for Beginners

How To Improve Blood Circulation

Instant Unzip Software

AX Gold's Download Page Protector



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