

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!**

**Increasing Conversions Through Action-Oriented Copywriting**

**By Karon Thackston**

**Increasing Conversions Through Action-Oriented Copywriting by Karon Thackston**

by Karon Thackston © 2005

<http://www.copywritingcourse.com>

I do site reviews. Needless to say, I see a lot of Web copy. One thing that always befuddles me is the lack of focus many site pages have. It's as if the writer assumes the site visitor will read the copy and automatically know what to do next. The fact is you have to know what action you want visitors to take before you get them to take that action. That means knowing what the preferred action you want visitors to take is, before you write the copy.

**Think About It**

Before you pen one word (for the Web or any other marketing medium), stop and think. "After reading this copy, what – specifically – do I want my site visitors to do?" Maybe you want them to click deeper into the site. Perhaps you want them to buy right then and there. It could be that you'd like them to call to discuss your product or service. Make a donation. Subscribe. Download. There are thousands of possible actions. Give some consideration to the question above and choose the action you most want your visitors to take.

**Signposts Point the Way**

The next step is to include signposts along the way so your visitors understand what they're supposed to do once they've read your copy. Leaving verbal clues helps prepare your visitors to take action once the time comes.

For instance, if you run a software site that offers a free trial download, you can prepare your visitors to get the trial version all throughout your copy by mentioning "free download" or "free trial." Your copy might read:

## Increasing Conversions Through Action-Oriented Copywriting

Email Lock software allows you to send emails and attachments securely through encrypted channels. With the free download, you'll discover just how easy it is to protect your messages and attachments from spying eyes. It's ultra-easy to use. You'll send emails just as you always have, and your recipients won't know anything has changed, either. The free trial version is fully functional and allows you to experience all the flexibility and simplicity of sending safe and encrypted emails and attachments.

What's happening as your site visitors read? They see phrases like, "With the free download, you'll discover..." OK, where's the download button? Then they read, "The free trial version is fully functional..." Wonderful! I want it! How do I download the free trial?

They begin looking for ways to take the action you want them to take. So tell them how!

Ready? And... Action!

Your job is just like a movie director's job. The director has to motivate and encourage his actors. He tells them why their characters are so important to the film. The director helps the actors understand the emotions involved with the parts they are playing. Then, once he has them all primed, he calls for action.

That's what you should do in your copy. Guide your visitors. Lead and nudge them in the right direction. Show them signposts that point to the action you want them to take. Then call for them to take that action.

Once you give your copy focus, once you define a goal for the copy and an action for your visitors, you'll find it easier to write copy that converts.

Karon Thackston is a veteran copywriting pro who specializes in SEO copy. If your copy isn't getting results, let Karon teach you how to write SEO copy that impresses the engines and your visitors at <http://www.copywritingcourse.com>. Be sure to check out Karon's latest ebook "How To Increase Keyword Saturation (Without Destroying the Flow of Your Copy)" at <http://www.copywritingcourse.com/keyword>.

### **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

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>

---



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!**