

Is Your Copy Upside Down?

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**Is Your Copy Upside Down?**

**By Karon Thackston**

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As a professional copywriter, I've seen my share of copywriting mistakes. One that seems to be particularly common is writing copy that's "upside down." When you do this - when you don't relay your message in the correct order - you lose your audience's attention, and the sale!

You've probably seen copy that reads something like:

Professional Virtual Assistant Services

For over seven years, we have been providing virtual assistant services to the global community. With a proven history of excellence, you are guaranteed quality when you select ABC Company for your virtual assistant needs. You'll find your load lightened, your schedule freed, and your business day more organized so you can spend your time making money instead of chasing your tail. Virtual assistants allow you to do more of what you love to do!

What's important in this paragraph? Yes, experience ("...over seven years...") is necessary. And quality ("...you are guaranteed quality...") is vital. But what is it that will catch the attention and deliver the true message about virtual assistants?

It's this section: "You'll find your load lightened, your schedule freed, and your business day more organized so you can spend your time making money instead of chasing your tail. Virtual assistants allow you to do more of what you love to do!" So - if this is the most important part - why is it at the end? Because the copy is upside down, that's why!

Let's rework this section of copy and turn it right side up so it will grab the reader's attention and make him/her understand what virtual assistants *\*really\** do.

## Is Your Copy Upside Down?

### Professional Virtual Assistants Lighten Your Load

Tired of running around, feeling like you're out of control? Have too much to do and not enough time to do it. Those are the situations where virtual assistants are a lifesaver! By using a professional virtual assistant, you'll find your load lightened, your schedule freed, and your business day more organized. You'll be able to spend your time making money instead of chasing your tail. Virtual assistants allow you to do more of what you love to do!

For over seven years, we have been providing Virtual Assistant services to the global community. With a proven history of excellence, you are guaranteed quality when you select ABC Company for your virtual assistant needs.

See the difference? We've hit a nerve. We've gotten the readers' attention right up-front by appealing to their emotional needs and wants. We've shown them the end result of using this virtual assistant

service, and then backed it up with facts.

I know I say it over and over, but it's a true statement... Most buying decisions are emotional so your ad copy should be, too.

When writing any type of advertising copy, remember to place your best information up top (right side up), instead of at the bottom (upside down) where it may, or may not, be read. When you do, you'll get greater readership and more sales!

Most buying decisions are emotional. Your ad copy should be, too! Let Karon write targeted copy and ezine articles for you. Visit her site at <http://www.ktamarketing.com>, or learn to write your own copy at <http://www.copywritingcourse.com>. Don't forget to subscribe to Karon's free ezine at <http://www.ktamarketing.com/ezine.html>.

### **Why is it so hard to get ahead?**

#### **By Drew Miles**

My grandfather bought his house for \$6,500. He had no retirement after 20+ years of working for the same employer. They gave him \$100 each month in lieu of a retirement check. He saved more than \$200,000 over the course of his life. My grandfather clearly had respect for money. Our culture today has lost sight of this respect.

Today's generation fears not that they won't have something, but that they won't have everything. Twenty-five percent to 50 percent of purchases are unplanned. What's the big deal? The average American will retire with only \$57,000 to live on.

#### **Debt**

Personal debt has increased by 123 percent. Do you know how long it takes to pay off your credit card if you pay only the minimal amount? 20 to 30 years!

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### Taxes

Most Americans severely overpay their taxes.

### Care for a challenge?

Here's my personal challenge : Track your expenses for one month. Set your expenses up in categories. Write down every penny you spend. If you don't want to track your business expenses, do at least your personal expenses (date, what you spent, what you spent it on). This will help you get a really good grasp on how much you're spending.

I spoke with someone recently who has been selling stock to finance his lifestyle. That's upside down. If you're selling stuff to support your lifestyle, you're upside down financially. Live on less than you make, save and invest with the difference. If you're doing anything else, you're upside down financially.

B.S. with Honors Hofstra University Long Island, New York, 1984.

I finished my four-year undergraduate program in 3 years and graduated Cum laude as well as a member of Phi Beta Kappa Fraternity. I majored in Political Science with a minor in Sociology and completed my first legal internship.

Hofstra University School of Law, Long Island, New York, 1987.

During my three years of law school, I completed an internship with a New York Supreme Court Justice and second legal internship with a law firm and also began investing in real estate.

### Business:

Immediately upon graduating law school and passing the bar exam, I opened my own law practice. From 1988 to 2001, I practiced with my partner under the name Miles and Gillard, where I concentrated in the area of real estate and business law. During that time, I had the privilege of working with thousands of clients in various aspects of their business and investing life.

Find Out More:

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