

Killer Copy – What is it and how you can MASTER the Art!

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!**

**Killer Copy – What is it and how you can MASTER the Art!**

**By Chuck Crawley**

**Killer Copy – What is it and how you can MASTER the Art! by Chuck Crawley**

Killer copy is a phrase that you probably see in the Internet Marketing arena quite often.

What exactly is Killer Copy?

First, the word Killer is misleading. Killer as defined by the Webster's Desk Dictionary goes something like this...  
"to cause to be destroyed, to defeat or veto, to cause to cease operating".

Not exactly what you want to do with your ads and Web Page content. So, let's redefine what Killer Copy is all about.

We'll use the words "Persuasive" and "Irresistible". Persuasive means "to cause (a person) to do something by appealing to reason or understanding". Irresistible means "incapable of being resisted, extremely tempting or enticing".

Now, Killer Copy is content that will cause a person to do something by appealing to reason and understanding. Creating content that a person is incapable of resisting. That's what I call Killer Copy!

Persuasive Copy should be the MAJOR goal in your quest to make money on the Internet. Creating a Persuasive Ad leading to a Persuasive Web Page or Sales letter will literally make you rich overnight.

## Killer Copy – What is it and how you can MASTER the Art!

Just imagine an Ad that draws hundreds of responses every time that it is placed in front of your target audience. The responses from this ad then leads to a Web Page or Sales Letter that produces sales like a cash generator.

The reality of this scenario is really not that far fetched!

So how can you create Persuasive Copy for your product or service?

The first step to creating Persuasive Copy is to KNOW your product or service. Take the time to really study your product or service. Extract the benefits of your product or service that makes it incapable of being resisted. What is it about your product or service

that is extremely tempting or enticing?

If you can't find these benefits in the product or service that you are presently promoting, then drop it and find one that does. Don't waste your time on a product or service that does not meet the qualification for Persuasive Copy.

Why not CREATE your OWN product or service? You can create the Ultimate product that would contain all of the benefits of the Persuasive Copy definition. An Info product or a service that you are already familiar with or have some degree of expertise. With your OWN product you are in control. Sculpture it to fit the attributes of Persuasive Copy.

Here's a tip on how you can learn how to write Persuasive Copy. Business Opportunity magazines are good sources of Persuasive Copy materials. Seek them out and read them several times a week. Reading persuasive copy will train your mind to write irresistible copy. To reinforce this action you should also copy the material out in your own handwriting. Sounds like hard work but the rewards can be overwhelming. Set aside a little time each week to teach your mind how to write Persuasive Copy.

Killer Copy or Persuasive Copy, you decide. Start now to dedicate a majority of your Internet marketing time to learning how to create this Ultimate weapon. Now that you know what it's all about use this information to create copy that NO ONE can resist.

Chuck Crawley is editor of the ADSTPLC Newsletter and Webmaster of the KILLER ADS SITE. Writing Persuasive Copy is a art that you can easily possess with the right learning tools. Here are a few powerful writing tools that will get you there. <http://unionez.net/adsezine/Killertools.html?Art>

## 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.

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

## Killer Copy – What is it and how you can MASTER the Art!

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

Copyright 2004 Patric Chan

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 Ad Copy

AD Popup Killer can help you close popup ads when surfing the Internet.

How To Ethically Use A "Swipe File" For Your Ad Copy

How To Write Killer Sales Letters

The Art of Kissing

Stress The Silent Killer

How To Find A Topic For Your Ebook

147 Killer Epublishing Strategies

Killer Conversion Tactics

Killer Copy – What is it and how you can MASTER the Art!



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!**