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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Killer Sales Copy Formula

By Al Martinovic

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A good formula when writing sales copy be it for your website, an email to potential customers or prospects, placing an ad etc. is by using 3 simple steps.

Step 1 – Create a problem

What is your customers or prospects biggest concern or problem? Define what it is and write about it. Everybody has some kind of problem whether big or small that interests them in your product or service.

Step 2 – Agitate Them

Make the problem larger than life. Tap into their emotions. Pour salt on their wounds. You have to make them feel so angry that they are pacing the room thinking "this has got to stop" or "I have to do something about this."

Step 3 – Offer a Solution

Now that you got them where you want them, offer them a solution to their problem, which is your product or service, and list the features associated with it as well.

This formula can be applied to almost every product or service imagineable.

Problem – Agitation – Solution

And don't be afraid of how long your sales copy is either. Write as long as necessary to explain everything.

If a person doesn't take the time to read long sales copy, it is a good bet they weren't interested in your product or service anyway.

Killer Sales Copy Formula

Because if they were, they would try to find out as much information as they can before making a purchase.

A good book that I recommend you pick up on creating effective sales copy is by Dan S. Kennedy called The Ultimate Sales Letter.

It has the formula I mentioned and many more in it. You can find it at most off/online bookstores.

And remember, you can learn all you want but it only becomes effective when you apply what you learned.

Repeat after me... learn and apply... learn and apply....

Al Martinovic is the owner of I Need Smokes.com which markets membership into the OTDirect Buyers Club so smokers can Save/Make money on cigarettes. <http://www.ineedsmokes.com>

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

By Chuck Crawley

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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!

Killer Sales Copy Formula

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.

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>



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