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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!

Knowing Your Market ~ The Key to Good Sales Copy

By Linda Offenheiser

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One of the most important facets of good copywriting is knowing the market you're writing for. You must know what this market is looking for and what problems it needs to solve. Once you know the answers to those two questions you can write effective persuasive copy that will bring you results.

Writing generic ads that aren't directed to a specific target group won't work no matter how well crafted the ads are. So, the first thing you need to do is learn everything you can about your market.

There are several ways you can do this:

- Surveys – You can simply ask what your prospective customers are looking for.
- Canvass your customers - Ask your present customers what they like about your product or service. Ask them what specific thing makes them keep coming back to you.
- Forums and Message Boards - Visit as many as you can every week. You'll be able to tell from the discussions what problems your market is confronting and how you can best offer solutions.
- Ezines and Newsletters - Read everything you can find that reflects the thoughts and feelings of your market. The more you can learn the stronger you can make your

sales copy.

Once you know what your prospective customers are looking for, you can write sales copy that targets their problems and offers them solutions. No matter how wonderful your product or service may be, if your sales copy doesn't offer solutions it won't be effective.

You've heard it a million times and are about to hear it once more ~ because it's that important ~ your target market is only interested in what your product/service can do for them. That's what your copy must stress if you want

response.

Push Those Emotional Buttons . . .

When you know what problems your product can solve, show your prospective customers how they're going to feel once they have that solution. That's where so-called "hot buttons" come into play. Since most purchases are made on an emotional level, that's where you must appeal to your market.

In other words, if you're selling a diet program tell your reader how she'll feel once she's lost 20 pounds. If your words can make her feel she'll be more attractive, full of energy, more confident, ready to take on the world with her new body and attitude, chances are you'll gain a new customer.

Writing effective ad copy comes down to knowing what problem your prospect has, providing a solution and describing that solution in terms that appeal to her emotions.

When you apply this formula to your copywriting you'll find your response will increase many times over.

Linda Offenheiser is the owner of Stress-Free Copy, a copywriting and editing service designed for small homebusinesses. You'll find the write words at the right prices. She also publishes a weekly free ezine, All the Write Stuff!, that's informative, friendly and fun! You can visit her at <http://www.stress-freecopy.com> or subscribe at <http://www.stress-freecopy.com/subscribe.htm>

How to Double Your Online Sales Without Spending Another Dime on Advertising

By Mark Jarmel

Learning how to convert visitors to your web site into buyers, is the single most important factor affecting the success of your online business. If you don't have paying customers, your business will fail.

FACT: '50% of Visitors are LOST because visitors can't easily find content' – Gartner Group

FACT: '40% of Repeat Visitors are LOST from negative experience' – Zona Research

FACT: '85% of Visitors ABANDON a new site due to poor design' – cPulse

FACT: 70% of people who are ready, willing and able to buy online – don't complete the sale.

Just imagine, if you can improve your web site's conversion rate, you have the potential to increase your sales by over 233%. And you can do it without spending any more on advertising, or bringing any more traffic to your site.

Knowing how to increase your site's conversion of visitors into buyers can skyrocket your sales with the same exact amount of traffic you have now.

So how do you convert more of the visitors to your site into buyers? One of the most important ways to increase your site's conversion rate is to improve your site's copy.

The purpose of the copy on your web site is to explain to a visitor how your product will fulfill their wants and desires. Notice I said 'wants and desires', not 'needs'.

It's important to realize that people primarily buy based on what they want, not what they need. The first step in improving your web site's copy is to understand the wants and desires of your customers.

Next, make sure your copy is focusing on providing solutions to problems that are important to your customers. Review your copy and be sure it mainly talks about the benefits the customer will get by buying your product, and not about your product's features.

A feature is what your product does. A benefit is what your product does FOR your customer. Your customer is only interested in what your product is going to do to make their life better.

Be sure that your copy focuses on your customer instead of on you and your company. Your site's copy should talk about 'you' and 'your', instead of 'me', 'my' and 'our'. Your customer is interested in themselves, not you or your company.

Your sales copy needs to:

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- 1) Grab the visitor's attention with a powerful headline
- 2) Draw the reader's interest by creating a connection between their problem or desire and your solution
- 3) Peak their Desire by making an emotionally compelling & believable case for your product
- 4) Motivate the reader to take action and fulfill their wants by their purchasing your product or service.

Online or offline, conversion is the key to business success. Your copy is your site's salesperson. On the Web, improving your copy is the first step to doubling your sales without spending another dime on advertising.

Mark Jarmel & the Editors of

Visitors into Buyers' Learn scientifically PROVEN methods to TRIPLE your profits FREE at:

How to Double Your Online Sales Without Spending Another Dime on Advertising

How To Make Your Sales Letters Bullet Proof

Make Your Sales Copy Believable

Manipulate Your Visitors With Reverse Psychology

Ways To Improve Your Ad Copy

Key Secrets to Setting Up Your Own Automatic \$ Making Machine!

Super Charged Linking

How To Find A Topic For Your Ebook

Clickbank Search Engine

Starting a Successful Retail Business



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