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Long Copy Sucks And Other Heresies

By James Brausch

I recently finished a massive study of profitable and unprofitable sites. The average length of the profitable site's sales letter was 1.8 pages. The average length of the unprofitable site's sales letter was 2 pages.

Shorter ad copy was more profitable on average than long copy.

Of course that is heresy. Many, many famous copywriters swear by long copy. Still... the study was valid and it is a fact... known profitable sites had shorter copy than known less profitable sites on average.

I then remembered that I had done a similar study way back in June 2002. That study wasn't based on profitability, but it was comparing length of copy to an action... in that case, a click. The shorter the anchor text (the clickable text), the higher the click-thru rate... on average.

Still, I had a decision to make. Would I follow my own advice? I thought about the hours that I had spent coming up with 10-13 pages of sales letter for the three products I recently released. I thought about the hours I spent in Glyphius optimizing each of the dozens of paragraphs. Could I really just hack up those sales letters based on these two studies?

I realized that I wasn't quite a believer yet. I needed some backup data before I was willing to hack up my own sales letters. Since the results were so heretical, I suspected that most of you would also need some reassurance that the study was, in fact, valid... that I hadn't read the numbers backwards or something.

Then it came to me. Without spending the hours I usually do for one of these studies, I thought of a way to validate it with a different dataset.

Clickbank has just such a dataset! They know the profitability of the sites in their network and they show them (loosely and not completely documented) in that order in the marketplace.

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I immediately went to check it out. I used the Money & Employment category first since it is also the most profitable category in the Clickbank marketplace. I went to each of the first 10 sites and did a "Print Preview" and shoved the page count into a spreadsheet. At the end, I graphed those 10 data points and then superimposed a linear line on the graph.

The original study data was confirmed. As we went down the list in order of receding profitability, we also increased in number of pages of sales copy on average.

Then I quickly went to the Marketing & Ads category. This is the category that many of us who sometimes sell to each other (the incestuous market) use. I repeated the study once again. The graph showed the same linear slope.

OK; I was convinced. I went over and hacked away at my Glyphius.com sales letter. I got it down to a bit less than 3 pages from it's old 13 pages. I read it. I was pleased with the result. It tells what is being

offered and let's them order it. It isn't redundant. It doesn't hide the price until "later" in the sales letter. It's the kind of page I like to order from myself.

How did we get into this mess of believing the copywriting "gurus" about long copy? It's really a bizarre thing to be teaching now that I look at it in retrospect.

My most successful ad copy has ALWAYS been short... no exceptions. When 911 hit, I put up a page for Gas Masks (I know... pretty cruddy thing to do... I feel bad now). I sold 340 gas masks in a 24 hour period of time. Did I write a long sales letter? No; I put up a picture, said "Gas Mask: \$2353 and had an order link.

When I sold my Jaguar last year, did I write a 15 page sales letter? No; I put an ad in the paper that said 2005 Jaguar, 10,000 miles, premo condition, \$53,000 and included a phone number (not the real details).

When I sold a house last year... the entire ad copy was much less than a page.

When I sold seats to a \$10,000/seat two day seminar, the ad copy was only a slightly oversized post card.

Why do we think we should be writing a book to sell a \$20 ebook? Who started that rumor? Has he been sufficiently flogged yet? What a waste of time. I wonder how many ebooks have sales letters that are longer than the ebook itself.

>From now on... I'm not worried about the length of the sales letter. I'll just tell about the product, give the guarantee, show a customer testimonial and let them order it. If the average profitable sales letter is only 1.8 pages long... and the average profitable sales letter is shorter than the average unprofitable sales letter... that's good enough for me.

James D. Brausch recently released a 3 hour online home study course (video format) on statistical

copywriting. The home study course includes his Glyphius copywriting software. For more information, visit:

<http://www.StatisticalCopywriting.com>

Life Can Seem Unfair.....Until We Change Our Perspective! See How!

By Richard Vegas

Empty, Hollow, Nothing....those words shout the sound of disappointment and disillusionment of life for many people; the experience of many people as they grab for possessions, power, knowledge, and the sweet things of life. But, what do they find? Yeah, you guessed it, emptiness, disappointment, and the awareness that Life sucks and then you die.

Well, As Luck Would Have It!

Have you ever heard the saying, "it's all in your perspective"? Perspective! Interesting word. It means relative importance of an object in the distance. Isn't that the way it is with everything we pursue? How bad do we want it? How important is it?

Depending on the importance of your goals, you might not want to leave them to luck. Believing "only" in the luck syndrome, is a quick way to develop that "life sucks and then you die" perspective. Find someone with a "life sucks" perspective and you will find someone who thinks that if they didn't have bad luck they would have no luck at all.

A Thimble Full Of Something!

Now, I know some things just fall in our laps! But, not always the powerful, dramatic ones, and if you do get one of those huge blessings in one fell swoop, don't forget to be thankful. Or, it might not happen anymore.

In fact, your perspective towards the small and insignificant accomplishments in your life could help to supercharge your ability to attain more of the bigger ones. And, isn't that where the rub is? Isn't that what we are really yearning for? Isn't that what causes our emotions to be up and down like a toilet seat at a mixed party?

We strive, we push, we burn the midnight oil, and we put all our emotions behind the big issues and let the small ones fall by the wayside. And, then it seems life comes on the scene and reminds us of some small gesture, maybe a free lunch someone treated us to, or, someone backed his car up and let you have the parking space at Wal-Mart.

Every Cloud Has A Silver Lining!

We take those little freebies like that and go on to never give them another thought. You see, life has a tendency to want us to be grateful for everything, good and bad that happens, not just the dramatic

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ones. And, Life loves to remind us of the little ones. On the other side, I'm not saying you should be thankful "for" bad things that happen, but to be thankful "in" bad things that happen.

For example: You just got passed up for a promotion or raise; you mean I should be thankful for that? Not thankful for it happening, but be thankful in the predicament. You can't change it, you can't wish it

was different, you've got the short end of the stick and that is that! It's a fact. So, here's a tip.

Lower your perspective to every goal, desire, or major ambition you seek, and this is important, "do it at the very beginning." Hear me now! This is not saying to be lazy in pursuing it like you do the ones you think of as coming from luck. When you are formulating this goal, promotion, raise, whatever, ask yourself, at the very beginning, how would I feel if I end up a few fries short of a happy meal in this deal?

Then check up on the inside of yourself. Do you feel that scratchy feeling down in your belly? Did you have that "life sucks and then I'll die" if I don't get this feeling? Uh oh!! It's too important. The goal is not what is too important! It's the perspective you have placed on it in your mind.

How Now Brown Cow!

Ask yourself this question: If I don't "get this", what are my options? If you don't like the alternative options, then lower your perspective on your primary option. I know this sounds like a paradox, but it's true; if you are not obsessed with having your primary option, then you will find the "primary" option easier to obtain.

Anything in your life that has the power to make you think life sucks and then we die is your master and you are its slave. It has got you by the ear and telling you; "that's ok sweetheart, you're just down on your luck and nobody appreciates you". Here's what I think of that!

You can help change your perspective by giving thought to the small insignificant items in your life and considering how you compartmentalize them or think about them. The real important ones will create that warm fuzzy feeling down on the inside. They are real obvious! The trivial ones will be like, ho-hum yawn!!

That Dog Won't Hunt!

If you want to know the facts about it, life would love for us to think of all our ambitions as ho-hum, yawn. This is not to mean a lackadaisical attitude that says; "well, since I can't run with the big dogs, I'll just stay on the porch" attitude. The attitude I'm talking about will lower your blood pressure.

Then by thinking of how your perspective is organized with the small items, you can compartmentalize the major issues in the same compartment. Don't kid yourself; this is not hard to do. Just move things around in your brain, they will go where ever you push them. It may take some practice, but you can do it.

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Visualizing helps. I like to visualize the items that have too much perspective and see myself pushing them out a back door in my brain with my hand. No funny remarks now; somebody said I always thought you were a little bit crazy, talking about a back door in your brain! :>) Listen, it helps. There is no passing or failing score for this, just whatever you find that works for you. Experiment!

The Power Behind The Throne!

The life sucks attitude can be prevented by recognizing, realizing, embracing, being grateful, and thankful for the small blessings that come our way. Look for them and be quick to be thankful; life will be much more willing to send the big blessings to the person it can trust with the small ones.

Richard Vegas ©

Richard Vegas is a popular recording artist and internet marketing professional. He invites you to subscribe to his FREE weekly ezine "Wing-Tips" Teaching The Success System That Never Fails, at:

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How Vacuum Cleaners Work

Prospecting Sucks

10 Incredible Ways To Close A Sale!

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7 Ways to get Great Links to your Website

Fixer-Upper Fortunes



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