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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!

Make Your Sales Copy Believable

By Linda Offenheiser

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You read all kinds of articles telling you which power words and "triggers" to use in your sales copy. These words are assumed to be "magic bullets" that will immediately put your prospects in the mood to buy whatever you're selling.

How could anyone fail to purchase your "amazing" product that's "proven" to "explode" their sales, especially when they can try it "free"?

Do they work? Yes and no. We all know there are certain words and phrases that will get our attention and this, of course, is what we want to do with our ads. Before we can hope to sell anything to anyone we have to get our market to read what we have to say. These "magic bullets" do this.

But there's one ingredient sales copy must have if it's to be successful ~ it must be believable. You can fill your copy with all the "triggers" you want but if it doesn't ring true it will fail.

Hype won't cut it . . .

The climate on the Internet is one of skepticism. Why wouldn't it be? We all get bombarded with hundreds of ads every day. Each one claims to provide the best, "can't live without" product, program or service ever known to mankind. Each of them promises to solve our problems; make us wealthier, healthier, happier or wiser.

Make Your Sales Copy Believable

Now let's get real here! Think about how you react to these messages. Most of the time you're thinking, "yeah, right", aren't you? Why would your prospects be any different?

How about a little honesty?

Our mothers always told us, "Honesty is the best policy". Nowhere is that truer than in copywriting. It isn't enough to claim that your product is the best thing since sliced bread, you have to show proof that it is.

And what's more, you have to include that proof right up front. Don't hide it way down in the body of your sales copy somewhere.

Always fire your biggest guns first. If you write a headline that not only makes a claim but also provides proof of that claim, you've got a winning combination.

Let me give you an example. Which of these headlines would you be more likely to respond to?

"Sore Muscles Slowing You Down?"

or

"What Do Olympic Athletes Use for Sore Muscles?"

In the second example, you've built immediate credibility for your product. If it's used by people whose careers depend on them being in top form, wouldn't it solve your problem?

Give them something they can believe . . .

Everyone is searching for something or someone they can believe in. If your competition is trying to dazzle the market with hype and you offer a believable alternative that strikes a chord with your prospects, who will end up the winner?

The next time you sit down to write sales copy, give it the litmus test . . . is your claim something you would believe or is it just another example of overblown hype? Provide your prospective customers with a solution they find believable and your sales will "explode" with "amazing results."

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>

10 Incredible Ways To Close A Sale!

By Larry Dotson

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1. You could end your ad copy by telling people what will happen if they buy your product. Use your most powerful benefit as the example.
2. You could end your ad copy by telling people what will happen if they don't buy your product. Use a problem that they won't be able to solve without it.
3. You could end your ad copy with a question they will always say yes too. They then will be used to saying yes when you ask them to order.
4. You could end your ad copy with a short review of your whole ad. Repeat all the major benefits and features they will receive.
5. You could end your ad copy with a deadline. Tell them it's a limited time offer and they need to order by a specific date.
6. You could end your ad copy with a powerful guarantee. Give them a lifetime or triple your money back guarantee.
7. You could end your ad copy with a testimonial. Use one or two of your customers' testimonials that is believable and includes specific results.
8. You could end your ad copy with a free bonus. When you give them a free bonus it increases the product's perceived value.
9. You could end your ad copy with a discounted price. Just list your regular price and then offer a discounted price off the order right now.

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10. You could end your ad copy with a free sample or trial of your product. If your ad didn't attract them to buy, maybe a free sample or trial would.

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