

Short Copy: Understanding Its Purpose Can Increase Sales

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By Karon Thackston

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I believe it was Mark Twain that once said, "If I would have had time, I would have written a shorter letter." His point being... it takes much more thought and time to write a short, concise piece than a long one. It's true, too!

Think about it. How hard is it to get your point across in a very limited amount of time or space? Ever tried to write copy for a postcard mailing? How about a 30-second radio commercial? How do you tell customers everything you want them to know in just a few words? Truth is... you don't.

Short copy has some special considerations. The first (and most important) is that it isn't meant to make the sale. Then why do you write it? *To spark interest!*

Short copy plays an important role in the advertising process. It can be used as a lead generation tool, an announcement, a teaser to build interest, and in lots of other ways. Extremely short copy is simply meant to lead to other means of closing a sale.

Postcard mailers might instruct the reader to send for an information package. Pay-per-click search engine listings will guide the reader to a Web site just full of copy. Ezine ads do the same thing. Small display ads in newspapers or in-store signage may encourage the reader to get more details. You get the point.

Short copy needs to be extremely targeted. For example, if you're running a small display ad in a magazine you'll want to take into consideration "why" the readers bought that magazine. Then create your headline and copy to speak to their special interests.

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If the magazine is devoted to Web site development, address that interest in your ad. Consider what will grab your customer's attention and make him/her curious. The "call-to-action" for short ads is always aimed at getting more information... not necessarily at making the sale.

Many times, short copy will pull a better response if a limited-time offer is made. "Zero percent interest until January 30th" or "Order before February 1st and get FREE shipping."

WARNING: Be very, VERY sure that your support copy is ready to go when you run short ads. For instance, I once had a client approach me about writing copy for a postcard campaign he wanted to do. As we went through the process of his customers' most desired behavior, I discovered that he wanted readers to visit his Web site to get the additional information they needed in order to purchase. However, his Web site was hardly set up to sell anything to anybody.

While the postcard was fully capable of generating leads for the client, the support information he had prepared was in desperate shape! He would have seen little return on his investment – not because the postcard didn't do its job – but because the "landing page" of his site was simply awful.

Whether you're asking readers of short copy to call, click, or come by, be sure your support staff or information is ready, willing, and able to handle the job.

Lastly, when you write extremely short copy, remember to stay focused. As I've said, there is not enough room to sell the customers within your copy, but there IS enough room to pique their interest. Use the limited space you have to punch up the biggest benefits or end results your customers are looking for, and you'll see bigger returns on your investment.

Copy not getting results? Let Karon write targeted, persuasive copy for you. Visit her site at <http://www.ktmarketing.com>, or learn how to write your own copy at <http://www.copywritingcourse.com>. Don't forget to subscribe to Karon's free ezine at <http://www.ktmarketing.com/ezine.html>.

Ten Tips for Getting More Sales From Your Website

By Michael Southon

(1) Create a Direct Response Website, with the minimum number of pages possible (e.g. an Index Page, a Contact Page, and an Order Page).

(2) Make sure your sales copy is positive and inspiring – people buy things because they want to improve their lives.

(3) Identify a problem and show people how and why your product or service solves the problem.

(4) Keep your paragraphs short – no more than 2 sentences per paragraph.

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(5) Use bold headings to break up your sales copy into short chunks of text.

(6) Use a bulleted list to itemize the benefits of your product or service. Start each benefit with an action word: "turn", "make", "triple", "grab", "create", "build", "convert", "start", "change", "drive", "organize", "promote", "develop", "learn", "compel", "fill", "attract", "get", "earn", "take", "discover", "produce", "find", "generate", "acquire". "inspire", "send", "blast".

(7) Give your visitors at least 3 order links (e.g. 1/3rd of the way down your page, 2/3rds the way down, and at the bottom). But don't stop there – turn some of your key phrases into hyperlinks that go to your order page. Here are some examples of phrases that you could link to your order page: "increase your sales", "take advantage of this offer", "try it risk-free for 30 days", "get the following 5 bonuses", "the competitive edge you need", "this risk-free offer".

(8) Use purple (#990099, R=153 G=0 B=153) text – the color purple (used sparingly) has been shown to increase sales.

(9) Give a time limit – most people are procrastinators.

(10) At the end of your sales copy make a call to action: "Act now – don't let this opportunity pass by"

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Michael Southon has been writing for the Internet for over 3 years. He has shown hundreds of webmasters how to use this simple technique to get massive free publicity and dramatically increase traffic and sales. [Click here to find out more:](#)

Ten Tips for Getting More Sales From Your Website

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

Ways To Improve Your Ad Copy

The Write Formula

How To Improve Your Sales Copy To Get More Sales

Obesity and Weight Loss

Understanding Acne: Causes, Cures and Myths

Understanding Incontinence

Super Six PHP Scripts

How to Gain and Retain More Customers



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