

This Free E-Book is brought to you by Natural-Aging.com.

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

Some Copy Tips From An Old Hand

By Patrick Quinn

Some Copy Tips From An Old Hand

by: **Patrick Quinn**

I have been in the ad game for a long, long time. I have trained hundreds of writers, and I've been responsible for moving of millions £ & \$ in product worldwide. Here are just a few tips that I hope will help you do a better job, and make a bigger name for yourself.

One.

Whatever copy job you are working on - brochure, mailer, sales letter, press ad, website - always include a headline. A pertinent headline. A selling headline.

This headline will be, or should be, powerful enough or intriguing enough to draw your target into the compass of the body copy. If it can do that, you are on a winner.

To put it simply, your headline should be a snapshot of your sales message - a précis of your offer or promise. In other words, a headline that says: Buy this product and get this benefit.

Two.

Always remember, people don't buy products, they buy the benefits of owning those products. A man doesn't buy a sportscar because it is precision engineered or aesthetically designed. He buys it because of the ego-boost it gives him. It shows the world that he has made it.

Likewise, a woman doesn't buy a cocktail dress by Camille of Paris simply because of the cut or the exquisite stitching. She buys it for the cachet that is attached to the label. She would probably look as good in a dress from a High Street department store, but she wouldn't feel as good. And that's the benefit.

Three.

Some Copy Tips From An Old Hand

Around 30% of all copy headlines are both useless and irrelevant. The worst of them often take the form of puns or are re-workings of current film titles or song titles. Puns are fine if they are appropriate, which they seldom are. And the writer who tries to demonstrate how cool he is by working his product message into a film or song title is usually doing a lot for the sales of movie tickets and CDs, but very little for his client.

The moral is this. State your sales proposition cleverly, wittily, stridently or emotively, but never ever employ a device simply because it's the easy thing to do. If you can't be original, at least be positive.

Four.

If it doesn't quack, it ain't a duck. And if your copy doesn't make some kind of selling proposition, it isn't advertising - it's an announcement. So many writers these days fail to understand that copy is nothing

more than salesmanship in print. They play with words for the sake of playing with words. They lose sight of the fact that they should be trying to sell something. Thus, copy must use the psychology of the salesman; and it must say, right up front: Here's what's in it for you.

Five.

Always be a little circumspect about experts who try to tell you how to write better copy. And that includes me.

End

Patrick Quinn publishes a free monthly newsletter, AdBriefing. Subscriptions are available at:

Patrick Quinn is a copywriter, with 40 years' experience of the advertising business in London, Miami, Dublin and Edinburgh.

Over the years, he has helped win for his clients just about every advertising award worth winning.

His published books include:

The Secrets of Successful Copywriting

The Secrets of Successful Low Budget Advertising

The Secrets of Successful Exhibitions

Word Power 1-2 & 3

He also publishes AdBriefing, a free on-line newsletter at

How To Write A Killer Sales Letter

By Patric Chan

Some Copy Tips From An Old Hand

I sit down and look at my notebook. Then, I put myself into the `zone`.

That's how I start to write web copy that sells.

Whether you agree with me or not, your web copy will determine whether your product's going to sell online or not.

Simple reason. In an offline sales pitch or presentation, you get to interact with your prospect. You get to touch him. He gets to see you personally.

But not online. No, no, no. It all depends on the words on your site. See how powerful words are?

I'm not saying I'm a guru at web copy. There are many other copywriters who are far better than me. Many. But I've written my own web copy and it's selling. And at the same time, I've been hired to write for others.

Keep on reading on how I write killer web copy and you can pick up any of the tips.

The first part to write a copy, you MUST be in the `zone`.

What the heck is the `zone`? The `zone` is like... the mood. You see, writing a great copy is like an artist painting a beautiful picture. When you are in the `zone`, your hand can't stop typing and your mind keeps on coming up with amazing ideas to write.

Like, I'm in the `zone` when I write this article.

How to be in the `zone`? I'm not sure how you can achieve that, but for me, I put in a lot of passion to write a killer copy and I look into the future to see how this copy will sell like crazy.

That's how I get into the `zone`.

Once you are in the zone, keep on writing. Don't stop. Even though, you know you are writing wrong grammar or putting in weird ideas. Just keep on writing.

Then, after it's finished, read it all over again. This time, you'll pick up the mistakes and you'll add in more ideas. Continue doing this until you are satisfied with your work. Finally, edit your work.

When you start your copy, your headline is one of the most important parts of the copy.

Some copy writers write tons of headlines before they start. For me, I'll write about 5 headlines and read it over several times. Then, I'll pick the best and fine tune it at least 5–10 times before I decide to

use it.

One more part of writing copy; don't feel bad `borrowing` some ideas from successful copy you've

Some Copy Tips From An Old Hand

seen.

Get a swipe file of the best copy you can find.

And the last thing you need to keep in mind when writing a killer copy is this:

"What's the end result the reader will get if they buy from you?"

Your copy **MUST** sell hope and benefits to the reader if you want them to buy anything after reading your copy.

Now go write your killer copy.

All the best.

Warmest regards,

Patric 'High-Speed Marketing' Chan
Chief Marketing Strategist

Copyright 2004 Patric Chan

Patric works with world-class internet marketing gurus to build successful online businesses. He is also the author of 'How To Make More Money Easily'. Discover more insider secrets and the exact proven strategies to make money online:

Related Content:

How To Write A Killer Sales Letter
10 Tips For Writing A Persuasive Ad!
10 Eye Popping Ad Copy Secrets
"3 Quick Tips To Becoming An Instant Copywriting Genius"
Graduate School Admissions

Read more Content at

Related Products:

The Art of Kissing
The Ultimate Rose Garden- Neighbors envy, owners pride!
Cure Bad Breath
101 tips to stay fit and live longer.
Time Stretching Tips

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by Natural-Aging.com.

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