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Sure-Fire Copywriting Tips

By Angela Wu

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As you know, good sales copy is critical to your success online. Although it's not something that you can learn overnight, here are a few pointers to increase your response rates ...

__1. Focus on benefits, not on features.

For example, the specialty pet bed you're selling might have a durable polar fleece lining. That's a feature. The benefit is that it will keep your pet warm, snuggly, and happy on cold nights. Another benefit would be that it saves you money because it can withstand considerable wear & tear from your bouncy pet.

__2. Focus on your customer – not yourself.

Who can resist a conversation about themselves? ;–)
Prospective customers want to hear about how your product is going to help or benefit them personally.

__3. Use emotionally-charged action verbs where appropriate.

Strong words that evoke images and emotions are great at getting a prospect to respond to your ad. Words like "smash" are examples of action verbs.

__4. Be ruthless – edit out all unnecessary text.

You want a tightly-focused sales letter that leads your prospect to complete one action. That could be signing up for your newsletter, filling out a form, or ordering a product. Don't try to sell everything within your sales letter; concentrate on getting your prospect to do just **one** thing.

__5. Forget the hype; don't mislead or misrepresent.

Be honest about what your product can offer. Misleading claims will only result in dissatisfied customers and an increase in refund requests. Not to mention the damage that can be done by word-of-mouth ...!

__6. Go easy on the CAPS and exclamation marks.

You have probably seen too many ads that look like,

!!! MAKE \$10000 A MONTH WORKING FROM HOME IN YOUR UNDERWEAR!!! EASY JOB, NO SELLING! I MADE \$400 YESTERDAY WITH ONLY 3 MINUTES OF WORK! REPLY NOW TO GET THIS LIFE-CHANGING INFORMATION!

It looks unprofessional, even downright scammy. Use CAPS or the occasional single exclamation mark for emphasis. Just don't overdo it!

__7. Use fresh, original ads.

Yup, that means you have to write 'em! Seeing the same tired old ad, day in and day out, decreases its response rate dramatically.

__8. Include a "call to action".

Never assume that your prospect knows what to do next. Tell them what you want them to do – how to order, email you, visit your website, whatever it is you want them to do.

Angela is the editor of Online Business Basics, an exclusive newsletter for eBusiness beginners. She offers a 'no hype, no bull' approach to building a profitable Internet business. Every issue is packed with helpful tips and useful tools, specially selected to fit a beginner's shoestring budget. Visit her online today at <http://onlinebusinessbasics.com/begin.html>

"3 Quick Tips To Becoming An Instant Copywriting Genius"

By Ewen Chia

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Copywriting is the ONE skill that will turn words into cash, and it's really the one thing you must learn if you're thinking of selling anything at all.

From traditional direct mail and now to the internet, the power of words has already made millionaires out of ordinary folks like you and me!

Successful copywriters know this. That's why they charge exorbitant fees for their services, which will no doubt still be money well invested.

The good news is, you can have this power too. You can write your own sales-pulling copy everytime – if you know the 'tricks'.

Well read on and I'll reveal to you 3 jealously-guarded tips that can turn you into a copywriting genius quickly...

(1) Start A Sales Letter 'Swipe File'

Simply start collecting winning sales letters AND emails into a 'swipe file' that you can refer to for :

- * Your own education
- * As an 'idea generator' for your copy
- * As inspiration and motivation

You'll find this 'swipe file' invaluable to writing your own killer copy. Successful copywriters literally swear by this method in creating

awesome sales letters.

(2) Write As If You're Your Own Prospect

The real secret to copywriting genius is to get into your prospect's mind and encourage action at will.

And the best way to do this is by becoming your prospects!

Write your copy from their view and put yourself in their shoes. Think like them and you'll build a subconscious rapport that wins them over.

Throughout your copy, ask questions they would ask.

Write from the heart and answer these questions.

Ask yourself too : "would YOU buy this product yourself if you're reading the copy you wrote?"

Identifying with your prospects must begin right from the headline down to the final P.S.

(3) Create The Achieved End Results

Here's a tip that works like crazy.

Create the actual OR perceived end results write at the beginning of your copy. Give specific details. Continue to emphasize these results and benefits throughout your letter.

Give a 'tangible' feel to what can be achieved IF they buy, and what they'll lose if they don't.

A simple example...

Sure-Fire Copywriting Tips

Don't write : "You'll receive unlimited traffic to your website everyday!"

So? What does that achieve?

Write instead : "Generate 1000% more traffic, subscribers AND sales with less than 5 minutes work!"

This shows the end results more clearly.

Copywriting's easy if you know the right techniques.

Apply the above 3 tips and you'll be improving your own copy quickly ... without spending hundreds of dollars or hours on copywriting courses or ebooks. Try it.

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