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**100% Effective Natural Hormone Treatment**  
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**The Art of Writing Effective Web Site Sales Copy**

**By Shelley Lowery**

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If you're selling a product or service on the Internet, your words are the most important factor in determining your success. High-tech web sites with fancy images won't make sales however, many Internet entrepreneurs spend much more time designing a professional looking web site than writing effective sales copy. A professional looking web site is a very important part of making sales, but without effective sales copy your web site will be useless.

The art of writing effective sales copy is simply learning how to write persuasive words specifically written for your targeted customer. You must feel your customers needs and write your copy with passion, excitement and benefit.

If you've ever developed a new product then you know that there is a certain time when your emotions are riding high and you're full of excitement and anticipation. This is the best time to write your sales copy. Your excitement will flow through your words. Take this time to sit down and write an outline for your sales message.

**Creating A Headline**

The first part of your outline will be your headline. This is the most important part of your entire sales copy. You must write a headline that demands attention and forces your visitor to read on. Most of your visitors will only read your headline. If it doesn't instantly grab their attention, they'll move on and never return.

### Writing an Introduction

Once you've captured your visitor's attention, you'll now need to direct their attention to your introduction. Keep your introduction brief and to the point. Let them know exactly what you have to offer them.

### Use Plenty of Subheadings

Your next step in creating your outline is to add subheadings. Subheadings are basically just smaller headlines used to

break up your text blocks. They also provide your readers with important highlights of your paragraphs. Use plenty of subheadings throughout your copy, as not all of your visitors will read your copy word for word. They'll simply scan it and only read what catches their attention.

### Remove the Risk

You must provide a solid, no risk, money back guarantee. Provide a limited time free trial or download that will completely remove the risk. This will build your potential customers confidence and put their mind at ease. Display your guarantee in bold text and even mention it in your sales message and on your order page.

### Call for Action

Ask for the order and provide an easy ordering process. Continue to reassure your potential customer and lead them to your order page.

### Use a P.S.

When your visitor scans your sales message, chances are they'll read your headline, subheadlines and your PostScript message. Place your most important benefits within your P.S. message. It will get read.

### Writing Your Copy

Now, you're ready to begin filling in the spaces. When you begin writing your paragraphs, get straight to the point, avoid

negativity and hype, and write in small sections. Vary the paragraph sizes and limit each paragraph to four or five lines max. If you feel that your paragraph will be longer than four or five lines, try to use bullets to display important points. Write in an everyday language that everyone can understand.

Make sure you use plenty of white space. White space is the empty space between your paragraphs and around your text. You don't want to overwhelm your visitors with a solid page of black text. Nothing will make them click away any faster.

Pack your sales copy with benefits from your headline straight through to your order form. Make sure you don't confuse features with benefits. Features don't sell... Benefits sell. Your visitor wants to know exactly what your product or service can do for them.

### Provide Testimonials

Testimonials provide another great way to reassure your visitors. Blend your testimonials in with your sales message. Avoid making your visitors have to click to another page to view your testimonials; chances are, they won't. By blending your testimonials in with your sales message you can ensure they will be read.

### Selecting Fonts

Avoid using fancy fonts. Fancy fonts make text difficult to read. In addition, your visitor may not have that font on their computer. Select a font that is easy to read and use black text on a light background.

### Long Copy Vs. Short Copy

It is a proven fact that long sales copy out-sells short sales copy, but some visitors do prefer a short sales letter. You can give your visitors both. For those who prefer a short sales letter you can provide opportunities to click through to your order page prior to ending your sales letter.

Try to keep your sales letter all on one page. Your visitor would much rather have to scroll through your letter than click through and load another page. With each additional click, you'll lose a percentage of your potential customers.

Your words should seamlessly flow together from your headline through to your order page. Keep it simple, to the point and pack it with all of the benefits your product has to offer. The simple, well-designed web sites with killer sales copy make the sales.

Shelley Lowery is the webmistress of Web-Source.net <http://www.web-source.net> – Your Guide to Professional Web Site Design and Development. For further information on writing effective sales copy read her review of Make Your Words Sell. <http://www.web-source.net/review4.htm>

### **How To Write A Killer Sales Letter**

**By Patric Chan**

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'.

## The Art of Writing Effective Web Site Sales Copy

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 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

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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:

How To Write A Killer Sales Letter  
Killer Ad Copy  
Manipulate Your Visitors With Reverse Psychology  
How to double your sales the easy way

Killer Sales Copy Formula

How To Find A Topic For Your Ebook

The Art of Kissing

Carefully Crafted Sales Emails And Web Copy

How to Use Your Mind for Study

QuickSite – Put an end to slow loading pages



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