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**The Top 7 Rules of Power Copywriting!**

**By Wild Bill Montgomery**

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Here are the top techniques and tricks that today's best copywriters use. Learn them well, remember them always and use them often!

1) Research, Research, Research.

The biggest difference between good copywriters and great copywriters is research. Before you start writing your copy, do the work. Research the product or service. Research your (or your clients) product or service. More importantly though, research and study as many of the competitors as you can find for which realistic time allows. Gather as much data on you product (or service) and your market as possible. After researching the gathered material, ask questions. As you study the material, write down the questions you will need answered. Believe me, the more you research, the more questions you will have. Ask those questions that you have not yet answered in your mind, about your own product or service, or a clients product or service. There is no such thing as a dumb question.

2) Use Adjectives and Adverbs.

If you are a writer or have ever studied writing, I'm sure that your instructors burned into your mind, the fact that you need to minimize the use of adjectives and adverbs. Well, I'm here to tell you that they are wrong...well at least in the copywriting arena that is. You don't offer a service; you offer a Quick, Reliable Service. You don't offer a program; you offer a New, Comprehensive Program Package. Get my drift writer? Even the best of writers have blocks. Do yourself a favor. Always have available on your desk, kitchen table or wherever you work, a good dictionary and the best Thesaurus you can find. If you don't have those available (or even if you do), here are the best Dictionary & Thesaurus sites on the web. Do

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yourself a favor use them!

OneLook Dictionaries  
Dictionary.com  
Webster Dictionary  
Thesaurus.com

### 3) Use Laser-Like Alignment.

The most successful copywriters know that they must keep their copywriting aligned with the market niche. Don't generalize your ad copy. When writing copy, imagine your message as a laser beam. Do you want a

tight, focused and powerful beam, or a wider, less concentrated and weaker message? Every business has a niche market, and with all marketing functions, your ad copy should be aligned with that niche. The moral of the story; don't try to please everybody!

### 4) One Testimonial is Worth a Thousand Words.

If you want more ad-punching power in your ad copy try using well-written testimonials. I know many copywriters may be lacking a little in using this technique. Many others will only use them when they are handed to them on a silver platter. Don't wait for one to fall out of the sky, ask for them. Don't attempt fabricating them or asking customers to fabricate them. Make it clear when asking that you want it to come from the heart, good or bad. No rule says you need to use the bad ones. Don't underestimate the power of a happy client. Nothing you can write will be as genuinely sincere as the praise of the satisfied customer.

### 5) Tell Them What You Do, not how you do it!

In your ad copy, add useful and interesting information. This rule is too often forgotten by even by the best of copywriters. Don't make the mistake of thinking your customer wants to know how you do it. What they really want to know about is the end result. So you tell them what you do and what they get. Don't get too technical! You can throw in a few facts or statistics that will convince your prospective buyers that you know what the market has to offer and that you have the best in your group. Whether it is in price, quantity or quality, feel free to give them some numbers!

### 6) Use Time Frames

Whenever it is possible initiate a time frame. This falls into two basic categories: the Product and the Pitch.

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**The Product:** Whenever you are offering a solution to a problem, tell them how long the solution will take. Which example would catch your interest the most? "Clear your Credit" or "Clear your Credit in Only 6 Months". Note the word "only". If you're using time factors, make it appear that your time frame is small in respect to the rest of the market.

**The Pitch:** One of the best motivators in ad copy is the time frame or better put the "Time Limit". Let your prospect know that they have a limited amount of time to respond to your offer. You want to create a sense of urgency. They must act now or it will be too late! Remember to inject the reason for the urgency. This gives your time limit an air of legitimacy.

### 7) NO RISK!

Put your prospect at ease. Clearly emphasize guarantees, no obligation inquiries and customer service. These are all-important subjects that should

be included in any good ad copy.

**Guarantees:** Simple. The bigger and longer, the better.

**No Obligation Inquiries:** Many consumers are wary of being harassed by salespeople. Put their mind at ease. Let them know that they won't have to fight off salesperson after salesperson.

**Customer Service:** Many consumers prefer the icing to the cake. They want to be catered to no matter what the cost. If you can offer great service with low cost, you may have the winner you're looking for.

### Wrapping It Up.

Congratulations! If you are the average small/home business owner you are now 100% more informed than you were ten minutes ago. Of course this one article is not going to make you a professional copywriter. But, if you're a small business owner like myself, you need to rely on your own skills for almost every aspect of your business and marketing efforts.

Thanks for reading!

"Wild Bill"

**ATTENTION:** Are You Tired Of Fooling Around Yet?When It's Time For You To Get Down To Business,Get The Best In Marketing & Business Information!To Subscribe & Get Your FREE Reports & Softwarego to

## Web Site Copywriting – The Headline Said What?

By George Dodge

One of the most important aspects of web site copywriting is learning to write good headlines. But what, exactly, is a good headline?

A good headline grabs the reader's attention and actually draws him or her into reading the article below it. In today's world, the headline is more important than ever before. With so many people living very busy lives, many people don't take much time to read more than the headline. It's important, then, for your headline to be informative and to draw the reader down into the article.

When you provide concise, informative headlines in your web site copywriting, you provide a great benefit to the reader. You show that you value his or her time when you can communicate your product or service's benefits in a headline.

The headline trend is not unique to the Internet. The same goes for newspapers, television and radio – busy people these days need their news in an extra brief form, like a headline provides.

When preparing your web site copywriting, try to create a call to action in your headline. If you want potential customers or clients to ACT NOW, say so.

You've heard that you won't get the sale unless you ask for it, right? Look at the call to action in your headline as your way of asking for the sale. Phrases such as "Call today," "Act now," and "Limited Supply" all create a sense of urgency. If you don't act now or call today, you might miss out.

And, of course, limited supply lets potential customers know that they must act quickly to get part of the available supply. If possible, be specific when mentioning "limited supply." For example, "...only for the first 500 people to order..."

While most people who have journalism experience have been taught to avoid the use of "You" in a headline, the rules are different for the Internet and web site copywriting. The Internet is a more personal experience. After all, a person may search online for whatever he or she desires. The use of "You" in a headline further tailors the personal experience for the reader. "You" is actually encouraged in online headline writing and Website copywriting.

When you are using the Internet as your source of sales, remember that your web site copywriting must find a way to ask for the sale. The best, most efficient way to do this is through the headline. It doesn't have to be a clever play on words or a tongue twister in order to grab attention. Instead, it should focus on the readers' emotions regarding your product or service. Not only will you be selling your product faster, you'll be helping readers better use their time by writing concise headlines that are to the point and informative.

George Dodge is owner of

where you will discover 757 explosive

## The Top 7 Rules of Power Copywriting!

Web copywriting techniques guaranteed to skyrocket your sales and stuff more cash in your pocket – even if you haven't written a thing since high school!



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