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

**The Write Formula**

**By Linda Offenheiser**

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What's the difference between effective sales copy and copy that will fall flat on its face? There are a lot of ingredients that go into good sales copy. Here are just a few of them:

**Put Yourself into It!**

You should know who your ideal customer is – write to that person. Write your copy as though you're speaking to a friend. Write in a conversational tone – don't be too formal. Forget all of the multi-syllable words! They aren't going to impress your reader; in fact, they may have just the opposite effect. Let your personality show in the words you write. If you do, your reader will place a lot more credibility on what you have to say.

**Describe Benefits NOT Features**

The goal of your ad copy is to tell the reader how he will benefit from what you have to offer. Consider your ads to be pre-sales letters. All you want to do is tell the reader what your product, service, business opportunity, etc. will do for him. How will it make his life easier? How will it help his business? In other words, what's in it for him?

The object of the sales letter is to create interest and make readers want to look into your offer. It puts them in the right frame of mind to purchase once they know all of the features. Your web page should do the selling. Your sales letters or ads

are just setting the stage for the final act.

### Give it Some Punch!

No one wants to read long technical sales copy. Less is more when it comes to good copy. Especially on the Internet people want to read something quickly and then go on to the next task at hand. Keep your sentences short and punchy. Don't use 10 words if 5 will do. Also keep your paragraphs short – just a couple of sentences will do. If the reader glances at your copy and sees line after line of text he probably won't bother to read it. Use sub-headings to get his attention and draw him to important points. Make good

use of white space to break up your text and make it look less daunting.

### That All-Important Headline

Develop a headline that catches your reader's eye and interest. Make it unique and catchy but make it honest! Don't try to lure a reader by making outlandish promises or by using a headline that has nothing at all to do with your text. Your headline should introduce your text, not disguise it. As with text, short headlines work better than long ones. If your headline doesn't get the reader's attention the rest of your copy will never be read. So work on that headline until it reaches out and grabs the reader's eye!

And finally . . .

### Sales Copy is Never Finished!

You may write your copy many, many times. There are always little ways to tweak it to make it better and you should! Don't let it become stagnant. The best sales copy changes and adapts . . . it evolves!

Linda Offenheiser is the owner of Stress-Free Copy where sales copy comes alive! She also publishes a weekly marketing ezine, All the Write Stuff!, that's informative, friendly and fun! You can visit her at <http://www.stress-freecopy.com> or subscribe at <http://www.stress-freecopy.com/subscribe.htm>

## **Killer Sales Copy Formula**

**By Al Martinovic**

## **Killer Sales Copy Formula by Al Martinovic**

A good formula when writing sales copy be it for your website, an email to potential customers or prospects, placing an ad etc. is by using 3 simple steps.

### Step 1 – Create a problem

What is your customers or prospects biggest concern or problem? Define what it is and write about it. Everybody has some kind of problem whether big or small that interests them in your product or service.

### Step 2 – Agitate Them

Make the problem larger than life. Tap into their emotions. Pour salt on their wounds. You have to make them feel so angry that they are pacing the room thinking "this has got to stop" or "I have to do something about this."

### Step 3 – Offer a Solution

Now that you got them where you want them, offer them a solution to their problem, which is your product or service, and list the features associated with it as well.

This formula can be applied to almost every product or service imaginable.

### Problem – Agitation – Solution

And don't be afraid of how long your sales copy is either. Write as long as necessary to explain everything.

If a person doesn't take the time to read long sales copy, it is a good bet they weren't interested in your product or service anyway.

Because if they were, they would try to find out as much information as they can before making a purchase.

A good book that I recommend you pick up on creating effective sales copy is by Dan S. Kennedy called The Ultimate Sales Letter.

It has the formula I mentioned and many more in it. You can find it at most off/online bookstores.

And remember, you can learn all you want but it only becomes effective when you apply what you learned.

Repeat after me... learn and apply... learn and apply....

Al Martinovic is the owner of I Need Smokes.com which markets membership into the OTDirect Buyers Club so smokers can Save/Make money on cigarettes. <http://www.ineedsmokes.com>



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