

To Write Your Own Copy or Not to Write Your Own Copy – That is the Question

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To Write Your Own Copy or Not to Write Your Own Copy – That is the Question

By Jenny Bosworth

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**Bosworth**

If you haven't yet learned to discern good copy from bad copy, you will have a difficult time writing your own. Tim, a graphic designer friend of mine, recently learned the difference when he tried to write his own web copy.

Tim had a phenomenal website. His work was not only the best in the state, but the best in all the surrounding states. He had done high-end graphic work for a number of national clients. But suddenly the work dried up.

Tim asked me to take a look at his website to tell him what I thought, not of his web copy, but of his work. However, being a professional copywriter, Tim's real problems glared out at me. His work was great. His copy sucked.

Not only was Tim's copy filled with spelling and grammar errors, but most of it was fluff. He included copy just to fill space, ignoring the fact that potential clients would want substantial information that could not simply be provided in samples of his work.

Tim made all the mistakes of a novice copywriter: awkward sentences, too much technical jargon, misused words and punctuation, and the worst mistake that any copywriter can make, lack of clarity and failure to communicate.

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If copy doesn't communicate there is no purpose in it's existence. The number one communication barring culprit is unclear writing and confusing ideas.

When you write your own copy, keep in mind that, just because you know what you're thinking doesn't mean anyone else will. Most people can't get away with simply writing what they think. It's better to consider what your audience needs to hear.

Highly skilled copywriters follow approximately 7 basic guidelines. They may not follow all of them all of the time, or they may follow all of them all of the time. But you can be assured that they follow at least some of the 7 all of the time:

1. Know Your Audience – Society is broken into different demographics: men, women, teenage girls, teenage boys, single moms, working moms, middle aged men, business people, Gen Xers, etc...The tone and focus of your copy depends on which demographic you need to target.

Before you even begin to write your copy, you must ask yourself:

- \*Who will be interested in my product or service?
- \*Why will they be interested (Price, delivery, performance, reliability, service maintenance, quality efficiency, etc...)
- \*What motivates the buyer?

2. Understand Your Product or Service – You may think you've considered all aspects of your product or service, but here's a list of questions to ask yourself just in case:

- \*What are all the features and benefits of my product or service?
- \*Which benefits are the most important?
- \*How does my product differ from the competition, and if it doesn't differ, how can I make it seem different?
- \*Is my product/service a need or a want?
- \*Does my product/service solve any existing problems?
- \*Is my product/service reliable, efficient, economical, etc...?
- \*Have people bought my product or service, and if so, what do they say about it?
- \*Is my product available in different materials, sizes and models?
- \*How quickly can my product/service be delivered?
- \*Is my product/service guaranteed? If not, should it be?

3. Find your USP (unique selling point) – This is your product or service's most attractive and unique benefit from the buyer's perspective. The USP should be the focus of the copy, around which the mention of other benefits hover.

4. Write Benefit Oriented Copy – Inexperienced copywriters tend to focus on the featured product, company, or service, failing to mention how it will actually benefit the buyer. People are only interested in a product that says, "This is what I'm going to do for you."

Your copy should appeal to one or more of the buyer's basic needs: love, acceptance, security, recognition, attractiveness, health, sex appeal, happiness, fulfillment, etc...

Don't make buyers do the work of figuring out what benefit your product or service offers. Most people devote only a fraction of their mind to marketing and advertising. They won't put forth the

effort of discerning what's in it for them. You have to do that for them.

5. Use Active Verbs – I will keep this short as I don't want to cause any high school English flashbacks. Your copy should motivate people to take action, therefore, you need to stick with action verbs as much as possible.

Here are two sentences, one using an active verb and one using a passive verb:

"Johnny was knocked to the floor when he was punched in the face by Chuck."

"Chuck punched Johnny in the face, knocking him to the floor."

The first sentence, using passive verbs, is wimpy. The second, using action verbs, is powerful and concise. 'Nuf said.

6. Use Short Sentences and Short Words – Just because you are writing doesn't mean you should turn into John Faulkner. Save the excess verbiage and utter confusion for pretentious literature. The last thing you want to do is confuse your reader.

Eliminate irrelevant and redundant words and don't add fluff for the sake of puffing up your copy. Write your copy the way you

would talk to a friend. Say what you mean and keep your copy lean.

7. Tell Your Reader What To Do – Your readers needs to know exactly what you expect of them. Don't be shy. After you spent all that time writing your exceptional copy, don't let your reader go off saying, "What was the point of that?"

Instruct them to call, write, reserve, visit, buy, order, fax, or whatever you want them to do.

After reading all these rules and regulations, you may have come to the conclusion that copywriting just isn't your cup of tea. Don't feel ashamed. That's what professional copywriters like myself are here for.

If you choose not to write your own copy, then it's important to have a reliable copywriter on call. Otherwise you'll be stuck if an important project comes up and you have no one to turn to.

The time to choose a copywriter is before you need one. When choosing a copywriter remember that not all of those who claim to be professional copywriters actually are professional

copywriters. Ask to see samples of their work before you make your decision. Now that you know the rules of good copywriting, you can make an accurate assessment of the work's quality.

Ask around to friends and business associates. Chances are they will know writer's to investigate as well as those to avoid.

Don't let geography stand between you and the copywriter you prefer. It's nice to find a local, but when all is said and done it just doesn't matter. Choose the writer who fits your needs. Don't base your decision on whether or not you could drive to the their house in 30 minutes or less.

Once you do choose a copywriter, always treat him/her in a professional manner. Many writers are used to being treated like second class citizens, but that doesn't mean you should perpetuate that treatment. Writer's perform an important and necessary function in society, one which most people can't appreciate.

But if there is one thing that will make you appreciate the work

copywriters do, it's attempting to write your own copy.

Jenny Bosworth NEED HELP WITH YOUR COPY? Internet Writers can handle any project, from sales letters to web copy, autoresponders to articles. Check out our services online at <http://www.internetwriters.com>.

## **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`.

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

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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

The Write Formula

Copywriting Is Not One-Size-Fits-All

The Ad Writers Tip List

Killer Copy – What is it and how you can MASTER the Art!

How To Find A Topic For Your Ebook

Write Around The World FREE!

To Write Your Own Copy or Not to Write Your Own Copy – That is the Question

Profit Pulling Reports  
The ezyebook Guide  
Carefully Crafted Sales Emails And Web Copy



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