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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!

Transform your Home Page to Pull Sales with Passion Copywriting

By Judy Cullins

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Passion Copywriting
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If you are like many professionals, you know your subject, you are an expert in your field. You are even passionate about it! What you may not know is how to tell people about your services and products to get them to buy.

Your home page needs passion. You have only 10 seconds or so to impress your visitor. Make sure you don't have long paragraphs of bio or description of your mission, service, or book. Visitors, who really are potential clients or customers, want to know what's in it for them. Make every word count.

Place the most important messages in the top half of your Web home page.

"How to Transform your Home Page to Pull Sales With Passion Copywriting"

1. Prepare a list of benefits for each product or service. Some of the top benefits are making money, saving money, creating loving relationships, saving time, disappointment—anything that solves the person's particular problem. Be sure to survey your friends and associates, ask them to vote on which phrases compel them to buy. Ask them to add words or phrases that would convince them. Benefits sell.

2. Prepare a list of features. These describe your products and services. They are the parts of your book such as charts, tips and how-to's. These are the ways you can help your clients such as phone coaching or teleclasses.

Choose the best five benefits and features. Combine them. For example: "Seven Ways/Steps to Quadruple your Online Sales Within Four Months." The ways or steps are the feature, the specific benefit is "quadruple sales within four months."

2.. Include a benefit-driven headline for each product or service.

Remember, your visitors are thinking, "So, what? Why should I buy this?" They are easily distracted, so you need to grab them by the collar with your headline. Your dazzling headline can include a specific benefit, can ask a question, or make an outrageous claim you can prove. Remember to speak to your audience's problem or challenge and give them a reason to buy.

Sample headlines: "Imagine Yourself a Published Author in Just One Month!" or "Enjoy Leap Out of Bed Energy" or "Make Decisions with Confidence and Ease."

If you have a product you want to sell, place that headline at the very top—even above your opening question or statement.

You can even use a testimonial as your headline. The whole phrase can be the link to your product.

Include another headline for your service. If it's coaching or consulting try something like this, "Let the Book Coach Make Your Book Dream a Reality," or "Pull Ongoing, Lifetime Profits by Marketing Your Products with Online Promotion."

If you want to boost subscribers to your ezine, first give it a catchy name. Then put a short testimonial from an expert in the field near the place to subscribe. Another proven technique is to include an offer of a free report with each subscription. Potential customers come to your site for free information, not to buy your product. Be patient with this process because after your visitors know and trust you, they are be likely to buy.

Be sure to add a notice: "Please bookmark this site, we upload new material every two weeks." Or, "If you like this Web site, send this page to a friend or associate." Of course, have your

Web master include the correct links.

3. Include a short piece about yourself—maybe three or four lines. Web visitors don't care about you. They want to know what you can do for them.

4. Include 3–5 questions you think your potential buyer has and that you have the answers for. Offer a link to your service page.

Wondering what these benefit statements (links) connect to? Your award-winning, "what's in it for me" sales letter of course, but that's another article.

Think passion and benefits when you revise your Web home page. Make sure it's fast loading and easy to read. Get feedback from others to make sure your Web home page gives what your

potential customers want.

Judy Cullins: 20-year author, speaker, book coach
Helps entrepreneurs manifest their book and web dream
Bk: "Ten Non-techie Ways to Market Online"
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FREE The Book Coach Says... includes 2 free eReports
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Website Copywriting Secrets For Major Success

By Mike Pavlish

It's a fact that one website will pull many times the leads or sales as a competing website. What causes this large variance in results? It's the copywriting on the website.

Here's what we've learned works best from actual results and testing on dozens of websites we've done the copywriting for.

1. Make your website easy to "scan" with headlines, sub headlines, boxes, sections, colors and the like that give the reader the main benefits he will get. Almost all people are "scan first" or "scan only" readers. Your headlines and sub headlines should take advantage of this fact.
2. "Just Sell, Baby". Websites have one main end purpose and that is to sell your products and/or services, to move people to action, to make money. In today's high-tech world, most copywriting on websites forgets this vital fact and that is why they don't perform better.
3. Tell the reader what he/she will LOSE if they do not take the recommended action. Fear of loss is a

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great motivator.

4. Build up excitement, enthusiasm, passion and urgency to get the reader to take the desired action right now. We analyzed the most successful copywriting we'd ever done back to 1978 and found it all had one thing in common: excitement. Yes, excitement is contagious and it sells!

5. Make a great offer to get their email address. In today's overcrowded environment and with spam concerns, it's not enough to just say "enter your email address for our newsletter". You need to make a great offer including special reports, bonuses and the like in addition to your newsletter to get the maximum number of qualified signups.

6. Focus your copywriting because people want to buy from the expert specialists in a field. If your copy is too broad you will lose a lot of your best prospects, who of course, are the most likely to buy. A great way to do this is to have separated focused web pages for separate types of people or industries on your website.

7. Make your website as easy to use and find things as Amazon.com (for consumers) or Dell.com (for businesses). The copywriting and organization of these sites is a key reason they are ultra-successful.

8. Start thinking like your website reader (your prospect) and stop thinking like yourself (the marketer). Figure out what your prospect wants most from your products or services that they deliver, then come right out and tell him what benefits he'll get, why, and what he needs to do now. Simple but it brings in Billions.

9. Test everything, measure it, use the winner, and always keep testing. This is the key to "optimizing" your website and all of your marketing. Don't guess - test and let the only vote that matters (your prospects) tell you what works best.

10. Compare your product or service against your competitors to show and prove your superiority. We've used this secret very, very profitably for our clients.

11. Copywriting is king and queen for your website to sell the maximum number of people. The right copywriting can bring you up to double, even triple or more your current results for no additional marketing cost. Hire the best copywriter you can afford, and don't skimp because this one-time investment can be the best investment you make.

Mike Pavlish of Profit Boosters Copywriting has done the copywriting for dozens of successful websites. Fees start at \$3,000.00 and up. He can be reached at



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