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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!**

**Why Your Sales Copy Should Be Written As If It Will Never Be Read At All!**

**By Brett Laffin**

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What is enthusiasm?

Well, consulting good ol' Mr. Webster, you could stake a claim that enthusiasm is "an absorbing possession of the mind by an interest, study, or pursuit; [an] ardent interest."

Isn't that a typical Webster's dictionary for you? It gives you the literal meaning of the word, but fails to actually convey its true essence.

When I think of 'enthusiasm', I immediately think of a wise saying that you may have heard:

"The true spirit of enthusiasm can be found in its own last four letters: 'I Am Sold Myself'."

You see, enthusiasm is a lot like passion. One cannot be merely 'excited' about something and at the same time be 'passionate' about it.

Passion involves every aspect of your existence, combined into one big swirl of dedication, love, and appreciation for something or someone.

Before you go any further in your career – or in your life – you must ask yourself the question, "Am I enthusiastic about what I am doing right now?" If you take into consideration the wisdom in the passage above, you may be surprised at your own answer.

To be enthusiastic about something is to be so involved with the idea of its existence, potential, and prospects in the future, that you yourself believe in it whole-heartedly, 110%.



## Why Your Sales Copy Should Be Written As If It Will Never Be Read At All!

ad copy should be unless space is a consideration. The ad should be long enough to sell your product.

2. You could add some sub headlines on your ad copy. Sub headlines act just like headlines; they grab the readers attention. They'll keep the readers interested as they continue to read your ad.
3. You could ask your reader questions through out the ad copy. They will answer the questions in their own head as they read your ad copy. The questions you ask should persuade the reader into buying.
4. You could highlight keywords through out your ad copy. The keywords should be attractive to your target audience. You could highlight them with color, underlines, italics, etc.
5. You could bullet or indent your benefits on your ad copy. Most people won't read a whole ad copy, so make your products benefits stand out and you won't lose the sales from all the skimmers.
6. You could change the size of your text on your ad copy. You want to make your text large enough so it's not hard to read. You also want your headline and major points to be larger so they will stand out.
7. You could raise or lower the price on your ad copy. A higher price could increase the perceived value of your product and a lower price could lesson your product's value.
8. You could add proof of results on your ad copy. You should include testimonials, endorsements, and factual statistics to prove your product's claims.
9. You could add special offers on your ad copy. It's usually easier to sell the offer than the product.

You could use discounts, free bonuses, volume sales, etc.

10. You could eliminate the hard-to-understand jargon on your ad copy. Unless your product calls

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for technical words, you want your ad to be read without people pulling out a dictionary.

Robert Kleine is the owner and webmaster of OpportunityKnoxx

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