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Writing Great Sales Copy

By Kevin Nunley

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A lot of people shy away from writing their own ads and sales letters when it's really not necessary. If you have even a basic grasp of writing skills, you can easily write your own stuff that really sells. You probably just need a few pointers about format and language.

When formatting an ad or a sales letter, put the most important benefits right up front. Put yourself in the customer's shoes and ask yourself what the customer will really go for. Focus on that point.

Keep your sentences short and simple. Sales copy needs to be crisp and clean or people lose interest. With simple sentences you can steer clear of confusion and get right to the point of the ad. Take it a step further in your classified ads and alternate complete sentences with catchy two and three-word phrases.

Break your copy into short sections. Professional writers often keep their paragraphs to two or three sentences. This makes your copy much easier to follow.

Use visual tricks to grab attention. Use headings and sub-headings to emphasize your most important features, and use bulleted lists when describing product features.

Include a P.S. in sales letters. Most people read the P.S. first. Use it to restate your main offer, and then add a special bonus. Include a time limit to get the good deal. This encourages

people to buy more quickly.

And finally, once you've got your sales letter or ad set up in this clean and simple format, make sure you're using clean and simple language to match, and not gobbledygook.

We all know what gobbledygook is, it's that overcomplicated, cliched and unnecessarily formal language that can either totally confuse us or just put us to sleep. Either way it loses the customer, and loses you the sale.

In an effort to seem smart or serious or professional, bad

business writers often end up using gobbledygook. I see sales letters and emails all the time with business-speak phrases like "in our considered opinion" and "enclosed please find." This makes the seller sound stuffy and unapproachable. Simplify these into everyday language. Write how you would speak: "we think" and "here is," are much better choices. Customers relate to conversational language.

If you follow these pointers you should be able to come up with some pretty good copy. Keep plugging away at it, and you'll find you get pretty good. Who knows? People might even start coming to you for writing advice.

Kevin Nunley provides marketing advice, copywriting, and promotional packages. See all his tips to help your business or career at <http://DrNunley.com> Reach Kevin at atkevin@drnunley.com, or 801-328-9006.

Killer Ad Copy

By Phil Basten

Not everyone is a writer. Good copy writing is a science and can be learned over time. Great copy writing is an art and should probably remain in the hands of those who can craft it well.

Words have power. They can make you laugh, cry experience great joy, provide encouragement or they can destroy your confidence. They need to be used very carefully. You can compell people to take an action you want through the power of your words.

When writing sales copy, you need to consider what response or action you want your reader to take.

To do this you need to talk to your reader on a personal level, get them emotionally involved in and

Writing Great Sales Copy

draw them in through the power of your words.

Paint a picture of what your product or service will do for them and then anticipate and answer all of their questions and doubts before they have a chance raise them.

Many books on copywriting have been written. They can guide you and teach you to be a better writer than you are now – mostly by getting you to avoid making a gross faux pas thereby making your ad copy acceptable or passible.

For the most part, however, if you are not a good writer, you probably never will be.

You can face this reality in one of two ways. You can tear your hair out and expend valuable time and energy trying to do what you cannot or you can get help – not book help – professional help from someone with the know how, expertise, experience and the talent to write compelling, effective ad copy.

Good sales letters can mean the difference between making sales or not making them. They are critical to the growth of any business. They are an absolute MUST HAVE, if you are serious about succeeding.

When you need great ad copy, hire a killer Sales writer and use their talents to enhance your sales letters or your website. It's well worth the investment.

Phil Basten, President of JPE Advertising, is widely recognized on the net as a copywriting expert. He has 35 years of advertising and marketing know how under his belt. He can write you compelling, Killer sales copy designed to boost your sales. Right now you can even Hire Phil's talents Free. See how here...

Phil Basten is President of JPE Advertising. This well known Online Ad Agency has been operating online since 1997.

Mr Bsten has 37 years of advertising experience working for some of the world's most prestigious ad agencies, Ogilvy and Mather, Fortune Advertising and Leo Burnett,

He is known as the AD Man called on frequently to write persuasive, direct response, ad copy for literally thousands of clients offline and online.

Killer Ad Copy

How To Write A Killer Sales Letter

How To Ethically Use A "Swipe File" For Your Ad Copy

Manipulate Your Visitors With Reverse Psychology

Killer Sales Copy Formula

Write Around The World FREE!

How To Find A Topic For Your Ebook
Carefully Crafted Sales Emails And Web Copy
Profit Pulling Reports
Ebook Authors Interviewed



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