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**Writing Marketing Copy That Sells**

**By Charlie Cook**

**Writing Marketing Copy That Sells by Charlie Cook**

When your prospects see your marketing materials, your brochure, your web site or your ads you want them to read them. You want prospects to read not just the first sentence but the majority of your copy. Once they've read it, you want them to decide that they need your product or service and either make a purchase or contact you for more information.

When prospective clients and customers see your web site, ads or brochures, you want them to be captivated and impressed. You hope they'll read not just the headlines, but all the way through the copy. And you want this scintillating copy to motivate them to take the next step, and make a purchase or contact you for more information.

Is it working?

Do prospects read your marketing materials? Does the copy convince them that they need your products and services?

Do they understand the value you provide?

Do they contact you?

What's the key to writing marketing copy that grabs your prospects' attention, overcomes common objections and leads to a sale or an inquiry?

When you finally call a plumber to fix that leak under the sink, does he spend ten or fifteen minutes talking about how long he has been in business, the wrenches he uses or the process he uses to solder a joint together? Of course not.

You have a problem and, in most cases, you need it solved immediately. You don't necessarily care how he does it – you just want your leaky plumbing fixed. Of course you want to spend as little as possible, but you see the plumber's fees relative to the damage you're incurring from the leak.

## Writing Marketing Copy That Sells

Likewise, prospects' own problems and concerns precede their interest in your products and services. To capture their attention and get them to read your marketing copy; focus on what they want; don't begin your marketing copy with descriptions of the solution you provide or your credentials or processes.

Prospects' problems come first, then your solution. Problem; solution. Prospects want to see themselves and their concerns clearly identified in order to feel confident that you understand their needs. By addressing this, you create the context so that when you do describe your products and services, they are the obvious solution to your prospects' needs.

Take a look at your marketing materials, including everything from your business card to your web site. Who and what are your marketing materials about; you or your prospects' concerns?

Make a list of five to fifteen things that your prospects want. Turn these into questions or statements about your prospects' problems. Asking questions is particularly effective in getting prospects to think about solving their problems.

If you're a financial advisor you might ask, "Do you want to learn how to make more in both up and down markets?" If you help people with marketing their businesses you might ask, "Do you want to learn how to attract more clients and increase sales?" If you sell golf clubs you might ask, "Do you want to hit further and more accurately with less effort?"

To attract new clients you need to get their attention, demonstrate that you understand their concerns and clarify the value your products and services provide. Focus your marketing copy on your prospects' problems, ask them questions and couch your solutions in terms of their objectives. You'll start more conversations, sell more products and sign up more clients.

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### **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?

## Writing Marketing Copy That Sells

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 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 #1 Secret To Selling Any Product Or Program  
Give Me \$1 And I'll Have A Powerful Marketing Weapon  
Generate Headlines and Ad Copy that Sells  
Writing Great Sales Copy

Carefully Crafted Sales Emails And Web Copy  
Ebook Authors Interviewed  
Secrets Revealed Of A Successful Online Marketer – Willie Crawfo  
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