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**Preface**

**Have you ever heard of the term: "Copywriting"? Wikipedia defines it as:**

***"Copywriting is the use of words and ideas to promote a person, company, opinion or***

***idea. Although the word copy can be applied to any content intended for print (such as***

***in the body of a newspaper article or book), the term copywriter is generally limited to***

***promotional situations, regardless of the medium (as in advertisements for print,***

***television, radio or other media).***

***The aim of marketing copy, or a promotional text, is to convince the reader, listener or viewer to take action, for example***

***or viewer to act, for example, to buy a product or subscribe to a certain point of view."***

**In the world of online marketing, copywriting is used extensively to promote blog readers, get opt-ins for list building and to monetize your potential customers.**

**If you really want to be successful in your online business, you'll have to learn the ropes of effective copywriting, so that readers will love you.**

**Fortunately, good copy writing practice is a learned skill.**

***The Copywriter's Book***

**Everything You Need to Know About Selling Effectively On The**

**Internet**

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**Chapter 1:**

***Introduction***

**The ability to turn words into gold is probably the most important aspect of any marketer. If you can do that, it doesn't matter where you are in the world, you can make money from anywhere, at any time just from your words.**



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**Intro**

**That whole copywriting thing came later. Back in the day, the best "copywriters" were the great entrepreneurs of the old days who knew how to sell anything to anyone. While people had powerful weapons, their most powerful weapon was their pen (or tongue).**

**Today, modern entrepreneurs are making a killing using Copywriting Techniques in their businesses. Bear in mind, selling things online is much harder than selling things offline because you lack sincerity of voice and body language.**

**However, if you know how to harness the power of copywriting to excite your customers' emotions, you'll be laughing your way to the bank.**

**In the next few chapters, I'll reveal these secrets to you.**

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**Chapter 2:**

***Copywriting Fundamentals***

**Copywriting is used in many places throughout your online business funnel. Here are some examples of common used places:**



**The basics**

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* **website content**
* **Blog posts**
* **Landing pages**
* **Email marketing**
* **Sales pages**

**Remember, the ultimate goal of copywriting is to get your readers to achieve your most desired result. For example, making a purchase or signing up to your mailing list.**

**It is therefore very important that you determine what your desired outcome is before embarking on your copywriting crusade. Clarity is power so it's important to know what you're after so that when you write, things go in the direction you want them to go.**

**Okay, let's look at some basic principles. Bearing in mind that we want our readers to perform our most desired result, it can't be too strong either. Here's rule number one:**

**Keep it casual**

**You want to be seen as a friendly person who is also an authority figure in your field and not as a blatant salesman. The latter will make people dislike you and may treat you as spam.**

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**The next thing you should know is that some rules are quite illogical. But one thing that does make sense is that good practices have been tried and tested (split-tested) by top online marketers for years, so instead of trying to re-invent the wheel, follow what works and reap the rewards!**

**However, I strongly encourage you to do a little split testing for your own sake. Eliminate the things that don't work and duplicate the things or multiply that do - that's the surefire way to success!**

**Next, let's look at one of the most important components of good copy - headlines.**



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**Chapter 3:**

***Headline Essentials***

**The headline is the most important part of any copy. If your headline can't capture your readers' attention, it doesn't matter how good your offer is or how good the rest of your copy is. You only have 5 seconds to make an impact on your readers before you move on, so make it count.**



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**Here's an example of a good headline:**



**The headline needs to be eye-catching and in bold to immediately start your reader's attention. The sub-headline will reinforce the message of the headline.**

**In this case, the writer used font face "Impact" and red fonts to grab the reader's attention. The black words in the headline are to break up the monotony of the headline. It is also used to exemplify the important points (free of charge).**

**Here's an important thing to note: You should never use FULL caps for your headline.**

**Use it only when necessary.**

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**"Imagine what it would be like if THIS was at the top of your page!!!"**

**Sounds like someone shouting at you - who would want that? Besides, full caps look spammy and no one even Google would like that.**

**Also, headlines have to use catchy words that can instantly excite the emotions. Have you ever seen the magazines on a newsstand? The headlines usually sound catchy and use words that excite curiosity and emotions with themes such as sex, money and drama.**

**Ask yourself, what niche are you in? What words can you use to excite emotions and create drama in your niche?**



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**Chapter 4:**

***USP vs ESP***

**We talked a lot about emotions in the previous chapter. Back in the day, many companies use something called "Unique Selling Points" or "Unique Selling Propositions" to differentiate themselves from their competitors in order to stir in more sales.**



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**Which**

**While it's very important, in the online world, we have something additional called an "Emotional Selling Point" - which is to tap into the emotions of your readers so that you can get them to take your most desired action.**

**Here's an example of an emotional selling point:**

**" *I knew what it was like to struggle as a new marketer, learning how to draw traffic to my site. Sometimes, I even had a slice of bread every day, because I wasn't making much money from my online business..."***

**This classic example relates the difficulties faced by the marketer to the person reading the sales copy, who is probably facing the same problems he once did.**

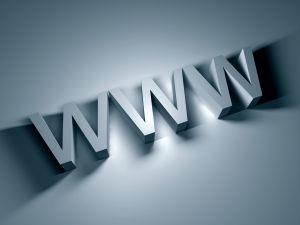
**Emotional selling points also deal a lot with powerful emotion-stimulating words. For example, in the make money online niche you would use words like: "time and financial freedom, free from the shackles of the 9-5, shut the rat face". These are emotional terms related to the niche that people can easily relate to and connect with. In short, if you want to use ESPs effectively to market your business, ask yourself these two questions:**

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1. **What niche are you in?**
2. **What kind of words / stories / situations do people in your niche**

**can identify with?**

**Once you have determined the answer to these two questions, you can try and come up with as many ESPs as possible, which you can use in your sales copy or content marketing.**



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**you want for your**

**Chapter 5:**

***Call to action***

**The call to action is probably one of the most important components of any piece of content. The first thing you should do is determine what your most**

**desired** **that**

**customers/prospects to realize.**

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**Action**

**Different components of your business usually require a different type of desired result.**

**Blog - Facebook comments**

**page - Likes landing page -**

**opt-ins - click through**

**Sales pages - Purchases**

**These are the most common types of results you usually want.**

**So, once you've determined that, your call to action should be worded or shaped to facilitate that type of action.**

**For example: For a blog setting, a good plan of action would be - "If you liked this post to get some insight into your own country, please comment below!"**

**As silly as it may sound to literally tell a reader what to do, split testing studies have shown this to be really effective. So the best way to get quick results is to model what others have done that works and eliminate things that don't!**

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**To give another example, if you want prospects to make a purchase, you could ask them to "Snap up your copy before it sells out!"**

**Note that I've added a simple scarcity factor (one of the extra marketing nuggets often used), stating that it will run out if you don't act now.**

**Adding scarcity factors or time sensitivity to your call to actions often results in high conversions, so don't forget to include it in everything we do!**

**Finally, you should bear in mind that the success rate of the action plan is not just the result of the words used in the call, but how you tie together different components of your sales copy, such as ESPs, dealing with objections and showing the benefits.**

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**Chapter 6:**

***Handling objections***

**Handling objections is an integral copywriting skill of good sales.**



**objections**

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**Whenever a person reads a piece of sales copy, many questions pop into their mind in an attempt to "protect" them from "losing their money". This is natural behavior, and if you know how to deal with these objections effectively in your copy as they arise, you'll be reaping in the massive rewards.**

**Here are a couple of commonly used techniques for dealing with objections:**

**1) Testimonials**

**Social proof is something that almost everyone looks at when they want to buy a product. The more convincing and authentic the testimonial seems, the more they will believe that the product is good. Try to include testimonials with buyer snapshots, or use video testimonials if that's even better.**

**2) FAQ**

**Having a frequently asked questions section helps a lot to overcome objections that arise. Here you can resolve all the common misconceptions that can crop up such as how to use the product, which is the right product for and pricing concerns.**

**3) Post scripts (PS)**

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**PS or post scripts have been used extensively in sales letters to increase conversions. Before clicking the "Add to cart" button people usually have a final line of defense that prevents them from making the purchase. If you have a couple of post scripts ready, you can give them that final push to make the purchase.**

**4) Good reasons to buy**

**A personal favorite of mine, this section gives your readers a couple of good reasons to help them rationalize their purchase and extremely boost their profits.**

**Incorporate these great tools for dealing with objections into your sales copy and you'll soon see an uplift in your sales!**

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**Chapter 7:**

***Copywriting mistakes to avoid***

**Everyone makes mistakes in their marketing career. This section aims to help you bypass the whole "experimental phase" and avoid the biggest mistakes ever made in copywriting.**



**mistakes**

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**Mistake #1 of selling before the first value showing**

* **Before blasting your subscribers with offers, you should always give them tons of free value and establish a genuine relationship with them.**

**Mistake #2 wrong text alignment**

* **As a general rule, words should always be aligned to the left, indented in a little and not be too long a line. This is to avoid a break in the continuity of your visitor's reading flow (from left to right).**

**In addition, images should be used sparingly, only if their directly relevant to your**

**sales copy and should be aligned to the center.**

**Mistake #3 Sounding too formal**

* **Let's face it, if your pitch sounds too formal, you'll come off as sounding like a sales robot. For heaven's sake, throw in some human factor and speak with a casual tone. No one likes being hard sold, so if you can connect with your readers in a more informal tone, so they can identify with you, you'll be more likely to make that sale.3**

**Mistake #4 Wasting your reader's time**

**Basically, to write good copy, you should only be adding things that contribute to the sale and removing those that don't. The reader's attention is so precious if you manage to grab their attention, make it count. Don't bore them with useless stuff.**

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**In short, if you avoid these mistakes and diligently practice copywriting methods as shown above, you'll get better and better in no time and make more sales.**



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**Chapter 8:**

***Swipe files***

**This section deals with swipe files that you can immediately use and copy and paste into your sales copy. These swipe files have been tested and proven to have high conversion rate boosting effects and will greatly benefit your sales page.**



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**Use These Swipes for Mega Profits =>**

**We are looking for experienced leaders to join the 1000's of people from all over the world who have joined the xxxxxx opportunity already. This is just the beginning!**

**Forget everything the lines have told you. Soon they'll be coming for you to find out what you've been doing to blow up your business ... because I'm about to give you totally free, the exact system I used to ...**

**"Generated 3,568 fresh live Leads and 156 new recruits and $73,568 in my first 3 Months"**

**Now being introduced to your neighborhood ... a revolutionary business opportunity in**

**business opportunity** **from Europe incredible new**

**OPPORTUNITY.**

**So what do you look for in a home business?**

**The three most important things a home business opportunity should offer are: -**

* **solid product**
* **benefiting from compensation**
* **incredible training and support**

**If I don't show you a proven way to make over $1 million a year... You owe me NOTHING! Guarantee my IRON CLAD.**

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**Do you, do you, do you deserve something better in your**

**life?**

**Follow my proven steps, and I don't see how you can't make money by copying my Proven System!**

**Do you want to be a millionaire?**

**If your answer is yes! Then this money-making idea is for you otherwise leave this page now and go to your traditional job or business. Where you have to obey the order of your boss and have to work for someone else making you rich for just a few hundred dollars or do your current traditional business where you have to work for nine hours - eight hours and wait for customers all day, take care about warranties, replacements, worker thefts, price drops and many more problems.**

**Now your every dream will come true, with this easy to follow system for making money on the Internet instantly.**

**Building an Internet business in a recession**

**There are a lot of worried people out there. You might even be one of them. People are losing their jobs, seeing their salaries slashed, watching their income graphs change from a steep hill to vertical cliff.**

**Identify your passions, and harness your inner genius to turn those passions into wealth-accumulating profit centers.**

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**Discover the wealth formula money flowing secret that only top Internet millionaires have known ... Until now ...**

**OR**

**Sit at home and do nothing towards creating the wealth building business engine of your life! Earning nothing while you procrastinate.**

**This 100% xxxxxx System is revolutionizing the Home Based Business Industry ...**

**Find out how this incredible system can help your business.**

**"Even when you sit back and relax at home! NO experience necessary! 3 easy steps to success!"**

**Millions of people around the world are making money online with just a computer and a few hours a week, you can too!**

**Are you serious about earning a huge online income? Have you had enough of the 9-5? Is the financial crisis worrying you?**

**Then you're in the right place for easy, big profits!**

**For the price of a cheap take-away you can join a team that will take you all the way to financial success!**

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**An incredible cheap, quick and easy way to make a huge amount of extra money and receive massive exposure all while you sleep!**

**Making money from home just got easier!**

**Introducing ...**

**Congratulations!**

**You've just embarked on a mission that simply cannot fail. How can we be**

**so sure?**

**If you want to build your list so big that you never have to pay for advertising again, just give me 2 minutes of your time ...**

**"FOR URGENT RELEASE: A foolproof method to build a Mammoth list in record time and have people falling over each other, eager to pay you to add to your list!"**

**Tight on budget? Not enough leads for your business? Here at xxxxxx.com, not only do we have double opt-in leads, all of our potential clients, both old and new leads, are checked DAILY over and over again to ensure that they are serious about reviewing and even joining the opportunities that have been sent their way!**

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**Packaging**

**The ability to sell from your words and make huge profits is an art. Fortunately, it's also**

**a skill that can be learned and perfected.**

**Your job as a marketer is to diligently practice these methods on a daily basis. The more copy you write, the better you'll get and soon you'll be able to produce our high quality sales copy with ease.**

**Don't be discouraged if your sales copy doesn't convert well the first time. Keep improving your copy and removing the things that don't work and replacing them with the things that do. Split testing is the key to mastering the art of copywriting.**

**The better you start, the faster you get a lot done. With more free time on your hands, you can focus on other parts of your business to bring in more profits for yourself.**

**Very successful!**

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