
The Speedy Guide to Web Copywriting

Learn How to Write Your Own Sales Copy in One Day

Web Copywriting: Essential or Not?

One of the things that makes the Internet so appealing is the fact there is plenty of useful and entertaining information to be found. Of course, some website owners prefer to simply copy data from other sources as a way to flesh out the content of their sites.

When this happens, they miss out on some great opportunities. Here are just a couple of reasons why original web copywriting is not only important, but essential to the success of a web site.

Firstly, original copy helps to make the website stand out from the millions of other sites that are already up and running. Even if the subject matter is the same that is found around the Internet, original copy is the chance to put the data into word combinations that are a little different. When the content of the site is not a copycat of thousands of similar sites, the chances for ranking higher on searches is much better.

Along with making the site stand out a little more, creating original copy also makes it possible to use keywords to the best advantage. This can also help to push the ranking up a few more notches in search engines.

Strategically placing keywords that are part of common searches online help to improve the chances of showing up in the top ten results. Higher rankings mean more visitors. If the purpose of the site is to market an idea or product, this is a very good thing.

Lastly, copywriting provides a creative outlet. Drafting original content makes it possible to show the world what you have to offer in the way of ideas, style, concepts and opinions. You simply can't do that if the content is borrowed from another source.

While it is true that coming up with original content takes longer than simply cutting and pasting canned content onto the site, the benefits far outweigh the time spend in the endeavor. When given a choice between going with tired old copy that can be found all over the Internet and coming up with something new and different, always go for the fresh web copy.

How to Mind Map Your Offer and Craft Your Sales Copy Flow

Mind mapping is a valuable tool when it comes to creating effective sales copy. While not everyone is familiar with the concept of a mind map, chances are you have seen the approach used to great effect.

Essentially, mind mapping is the presentation of a collection of ideas, concepts, or words that all relate to some type of central understanding. When it comes to applying this approach to the flow of your sales copy, mind mapping can provide some interesting and unique ways to identify benefits of your product that will attract the right consumer market. Here are some ideas of how to use the mind mapping approach.

Identify your central understanding. In this case, that would be your product offering. This will serve as the point of destination that all other attributes will map back to. Keeping your product as the central focus will make it harder to drift during the course of identifying elements for your sales copy.

Use single word designations to identify the main functions of your products. This broadens on the central theme, but is still vague enough to allow for more investigation.

Take it one level deeper. Within the context of those broad themes or ideas, provide examples of how your product benefits work. For instance, if you are selling a carpet cleaner, one broad theme may be the deep foam action. Drilling a little deeper, you can also note the foam lifts dirt easily from both carpet and furniture upholstery.

By mind mapping, you are not only helping yourself to visualize the flow of the text, but also using words to create images for the reader that he or she can easily relate to. Try this method and see what new and different angles you come up with to demonstrate the effectiveness of your product.

The Five Ps of Web Copywriting

When settling in to draft original copy for a web project, it is important to keep the five Ps of Web Copywriting in mind. In fact, using this simple formula will make all the difference in how well you stay on track with your objectives.

Here are each of the five Ps along with a simple definition.

Problem – Whenever your task is to convince someone of a need, you must first convince the buyer there is a dilemma that must be addressed. This dilemma or problem helps to set up a sense of urgency, indicating action must be taken in order to take care of the issue at hand. Once your copy presents this problem, then you can begin the process of convincing the buyer you have the solution.

Promise – Essentially, your promise is that the subject matter of your sales pitch is going to make everything okay again. For example, if you presented the problem of dirty windows, you now promise that your product provides the best solution available.

Proof – Having made a promise or claim, it is now time to put your money where your mouth is. In other words, you are going to present all the reasons why your solution works better than anything else. Here is where you make your solution irresistible to the consumer by pointing out how quickly and easily the problem can be made to go away.

Price – After making all the benefits clear, you add the icing to the cake. That is, you make note of what a small cost is necessary to obtain all these wonderful advantages. The idea is to convey that your solution is worth every penny of the cost, even if it may be a little more than some of the similar but obviously inferior products offered by the competition.

P.S. – This is where you add in one more added benefit. This can be something that is outside the scope of the original problem, but somehow still related. For example, you may note that your product not only makes windowpanes crystal clear, but will also do a great job on that resin furniture in the back yard. The p.s. is your chance to provide one more benefit and thus nudge a consumer who is on the fence to go ahead and take the plunge.

This simple formula can be utilized with just about any type of situation where you want to present an issue and then offer a viable solution. Give it a try. Think of a single problem and then see where this process takes you. The results will be a pleasant surprise.

How to Write a Compelling Headline that Qualifies Your Prospects

Pre-Headline.

The Pre-Headline is the text that comes before the headline. It's purpose is to pre-qualify the perfect customer for the offer and lead them right into the headline. You can pose a question, a type of warning or even a strong statement.

Here are some examples...

FINALLY! Put A Screeching Halt To Your Product Creation Problems FOREVER...

Are You Ready To Master the Skills of Creating Multiple Streams of Income with Resell Rights and Private Label Rights?

Which then leads right into the headline...

Headline

No matter how well crafted the body of your content, a headline that grabs attention will always make a difference. Of course, you want to grab the right kind of attention. That is, you want the reader to be attracted by the headline and thus want to read the body of the text.

You do not want the reader to read the text simply because he or she wants to find out what type of maniac would come up with a title like that. Here are four simple tips to keep your headlines interesting, compelling, and attractive to your audience.

Tip # 1 – Keep it simple, stupid. Yes, the old KISS principle that Toastmasters have used in public speaking for decades also works with the printed word. When it comes to your headline, don't get too prolific with the word count. Choose your words carefully and use no more than you need to grab attention. A headline is not meant to tell the whole story, but it should help your prospect know what is coming next.

Tip # 2 – Make it relevant. Headlines that are misleading may grab attention quickly, but you will lose the reader in just a few seconds if the content has nothing to do with the promises made in bold. It is okay to use double entendres or other plays on words with your headline. Just make sure that by the time your readership has made it through the first paragraph, they get the relationship.

Tip # 3 – Make the headline memorable. You want people to recommend the content to other people. If the headline is so bland that it really doesn't stick with the reader, then you will lose a lot of attention. While you want simplicity and relevance, you do not want boring. Make the headline zippy and something people will want to repeat.

Tip # 4 – Do not Sell from the Headline. Headlines are meant to grab the readers attention so the reader will engage in reading the rest of the copy.

Headlines are often overlooked as being unimportant or just a formulaic construct of writing copy. Neither concept is true. Headlines are essentials and can play a huge role in grabbing attention. When coupled with compelling copy, a great headline can make all the difference between success and failure.

Here are some headline examples...

HOW ____ MADE ME _____. The headline tells a story, for example, "how an idea changed my life". People love stories—they love the underdog even more. Remember this ad by John Caples-- "They Laughed When I Sat Down At The Piano – But When I Started To Play ..." ? They love it even more when the underdog triumphs. They have identified with him, so naturally it is their victory.

And this is what John Caples did in this ad. They laughed at him, but they were effectively silenced when our hero started to play. The ad was about piano lessons. ARE YOU _____? Questioning your reader is always a bright idea because it immediately focuses his attention. For example, "do you spend your vacations worrying about your valuables?" The ad could be about a new security system, or insurance coverage, but it is bound to hit the target. You may not have sleepless nights during the vacations, but the thought does often cross your mind.

WHO ELSE _____? For example, who else dreams of that elusive Harvard scholarship? Well, who doesn't? So, this formula is effective in a variety of situations for example, who doesn't want quicker promotions, white teeth, girls swooning over him, a nice figure(this one for the ladies) ?

HOW I-----? This one is again an autobiographical story. For example how mastered my nervousness about meeting people and joined the \$one million select group.

SECRETS OF _____. For example, "Secret Formulas for Writing Headlines That Sell." Now, this trick is based on common psychology (in fact all tricks are)—all of us feel that if only we can get hold of that secret mantra which the star/writer/CEO has, we will also be at the top of the rat race.

It's not uncommon to write 100 – 200 headlines before you finally find one that will grab the readers attention. Once you establish a compelling headline now it's on to the sub-headline...

Sub-Headline

Just like it reads, this is the copy that goes below the headline. The goal of the sub-headline is to complement and reinforce the headline. A good sub-headline will push the reader onward to continue reading the copy.

Here are some examples of everything put together...

ATTENTION: Fed Up Of Paying Someone Else \$97 To Do Your E-Covers? Want To Design Your Own Professional E-Covers?

"Discover My 1-of-a-kind Method That INSTANTLY Generate Professional E-Covers On The Fly To MAXIMIZE Your Product's Perceived Value, Impress Visitors, & SKYROCKET Your Conversion Rates... Starting Today!"

Finally... You Don't Have To Dish Out A Small Fortune To Hire A Graphic Designer To Do Your E-Covers Jobs Because Now You - Or Anyone - Can Design TOP Class E-Covers In Seconds... No Sophisticated Technical Knowledge Required!

FINALLY! Put A Screaming Halt To Your Product Creation Problems **FOREVER...**

"Discover How You Can Have Forty Eight Instant, Highly Profitable Online Businesses That You Can Stick Your Name On And Make Money For You While You Sleep. . . And Have These Businesses Up And Running By Tonight!"

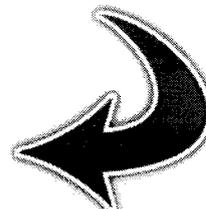
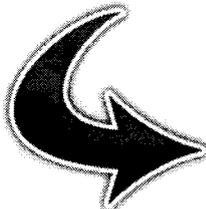
For Cents On The Dollar... YOU - Or Anyone - Can Just Paste Your Name On These 100% Ready-To-Go, In-Demand Products, Upload To Your Website & Be In Business - Make That, 48 Businesses - With A Hot Line Of Products In Your Name!

Are You Ready To Master the Skills of Creating Multiple Streams of Income with Resell Rights and Private Label Rights?

"Secure Your INSTANT Access To A MAMMOTH Collection Of Constantly Adding Resell Rights, Private Label Rights, Graphics, And More... And JUMPSTART Your Online Marketing Career Starting This Second!"

1 - Resell Rights Library!

*- Resell them for 100% profits.
- Create your own membership sites and more...*



Discover How An 18 Year-Old CRACKED The Code To Resell Rights Riches And Unearthed MASSIVE Breakthrough Methods To Making A Handsome Fortune From Private Label Rights In Record Time!

The Greeting

The greeting is used to personalize the letter. It is there to make the reader feel like it was written specific for them. Usually the greeting will open with a variety of these things...you can choose what you would like to use in your greeting.

Date – Date: October 15, 2011

From – From the Desk of... From the Keyboard of...

Regarding – RE: the top 10 secrets of... RE: Padlock Pro just released!

Website – <http://www.yoursweetwebsite.com>

Location – Denver, Colorado

Audience – Dear [whomever your audience is] Dear Friend, Dear Fellow Investor, Dear Professional Athlete, Dear Business Owner.

Date: October 15, 2011

From the Desk of Robert G. Allen

RE: Envoi 2.0 just Released!

Dear Fellow Investor and Entrepreneur,

The Compelling Story Technique

Any successful copy is going to tell a story. Just how well that story is told makes all the difference in whether or not a prospect turns into a customer. Here are a few tips to help you tell your story in a way that will hold the attention of the prospect and keep it all the way through to the close of the sale.

First, set the stage for your story. The idea is to grab the interest of the reader by presenting a situation that he or she can relate to. Ideally, the situation will form the basis for your story by creating a conflict that must be resolved. The more your prospect can identify with the conflict, the better your chances of enticing him or her to keep reading.

Next, offer the ideal solution for taking care of the conflict. In a sense, this is your shining knight that comes over the horizon to save the day. This is your chance to work in all the good qualities that make your solution the perfect way to deal with the conflict and thus restore order to the kingdom, which is the life of your prospect. Use this element to start building confidence that the solution really will work.

Third, demonstrate how the solution does in fact resolve the conflict. You can use case studies, testimonials, or a number of other devices to back up the claims you previously made. Again, make sure this proof is reasonable and will appeal to your audience in a way that helps them to envision using the product or service themselves.

Last, go for the sale. Inspire in the prospect a burning desire to possess this product by recapping all the great things it will do, and also note how reasonable the cost will be. Imagine, heaven can be had for such a low price! Once you have established this sense of urgency to own in your prospects, they will quickly become loyal customers who will gladly share your good name far and wide.

Introducing Your Offer and Instilling the Power Benefits

In general, your sales copy has only a few seconds to grab the interest of a prospect and move them along to closing the sale. That means you have to provide a quality introduction to what you have to offer and follow it up with all the reasons why your product should be chosen above all others. Here are some simple ideas on how to introduce your offer and quickly instill a sense of urgency about those power benefits.

First, don't spend a lot of time on fancy words. Write the copy just as if you were speaking to the consumer in person. This will help you to avoid using too many words, and especially to stay away from using too many technical terms that could turn off your prospect before you ever grab their initial interest. Essentially, you are letting the consumer know they have a problem and you have a solution.

Next, get into the meat of that solution. Point out the main benefits of the product in question. Relate those benefits to common situations that come along with the problem. Illustrate how those benefits quickly and easily remove obstacles and restore order to a chaotic set of circumstances. Driving home how problems get solved quickly and easily will help to sustain interest.

Third, toss in some added power benefits. These can be anything from pointing out the time saved can be used for more enjoyable tasks to noting how the product helps to cut down on related expenses. These value add talking points will help to demonstrate that the product is truly indispensable, and make it even more attractive.

Last, recap the benefits. You can use a summary format for this, perhaps even a bulleted list. Bulleted lists are very powerful. They help to reinforce the benefits in the mind of the reader and prepare him or her for the close of the sale. So it's very important to spend decent time on your bullets to explain all the features, benefits or advantages of using your product or service.

Using this technique will make a huge difference in the way your prospect responds to your product, and how quickly you can move on to closing the sale.

Establishing Credibility and Proof

It use to be that readers trusted everyone and they looked for a reason to NOT trust you...Now readers doesn't trust anyone and they look for reasons to trust you. More and more readers are becoming cautious either because they've had a bad experience in the past using the internet or they had a bad experience with a similar product and automatically assume everyone's product is the same.

So it's becoming more and more important to establish your credibility to the reader and PROVE to them you are indeed qualified to talk to them about your product or service. You'll want to answer the questions you can hear them asking as they read your letter...Who is this guy? Why should I listen to him? What makes you unique?

Facts and specifics impress people more. So when you are building your credibility, why not write, "I have sold 2,153,984 copies of this book", rather than saying "more than two million copies sold".

Example

"Michael Fortin is the secret weapon for many top marketers. He wrote record-breaking sale copy for Yanik Silver, Jay Abraham, Armand Morin, Corey Rudl, Frank Kern and a host of other top Internet Marketers.

Michael is the man responsible for writing a salesletter for John Reese, which produced over a million dollars - \$1,080,496.37, to be exact - in less than 18 hours of it's release."

Testimonials...Do you need them?

What is a sales copy without testimonials? You need testimonials because they are one of the best ways to provide social validation and proof to the reader. Remember, right now they don't trust you... But when they read that someone else has followed your system or service and seen results, they are more inclined to listen.

Use several testimonials throughout your copy. The more details the better. Make sure the testimonial is valid and not made up.

CAUTION USING TESTIMONIALS: Although testimonials can be very effective, they can also cause harm if they are made up and can't be proved. It use to be that any and every testimonial could be used on copy as long as there was a disclaimer at the bottom of the page letting everyone know that "these are not typical results".

Recently the FTC stepped in and made guidelines for testimonials because so many people were misusing and misleading readers by posting false claims and bogus testimonials to sell their products. The new guidelines allow the use of testimonials however the testimonial must not be deceiving or convey that everyone can expect those results.

If any type of financial claim is made, you must specifically tell the reader what their chances of success are and must be documented...the whole "These testimonials are based on the experiences of a few people and you are not likely to have similar results" is too vague and will not cut it anymore. So keep it generic if you have to...

"Wow...what an outstanding course. I would recommend it to anyone. I love the part where it tells about how you use Twitter to create a following..."

Jane B. Good
Seattle, Washington

"I must say, this is without doubt the best information I've read in a long time. And trust me, I've read a lot of material..."

Ivana B. Rich
Tulsa, Oklahoma

Killing All Prospect Doubts - Leave No Chance to Excuse

Up to this point, you have done a great job. Your presentation of the problem was ideal. Your followup with the benefits and proof of how efficient and valuable your product was great. You even thought the close statement was right on the mark.

So why is the prospect still hesitating?

Consumers always have objections. It is a fact of life. It is also a fact that you overcame some of them in your copy already. What remains is to address the remainder of them and thus remove all obstacles to the final sale. Here's what you need to do.

Give bonuses – In other words, provide added value to the benefits already listed. Bonuses can dramatically increase conversion rates as long as they are truly added benefits. These may be more specific, whereas the earlier content was broad. You want to make sure the bonuses would be good enough to stand alone by themselves, so it shows the reader added value.

Give long period of money back guarantee – This will often hook in many consumers who are sitting on the fence. If you are willing to provide a six month money back guarantee where the competition offers thirty days only, you build a lot of confidence and credibility with the prospect.

Give FAQ to answer common questions – This is your chance to get specific. You may even use questions that have come up in the past through discussions with established customers or general queries that came in to your website. Reading through the Frequently Asked Questions page can make a huge difference for your prospect.

Offer trial for monthly memberships – this may be a short trial membership that is free for the first month, or one that is deeply discounted. This will depend a lot on your target niche markets, but keep in mind that people usually are suspicious of something that is given away for nothing. A discounted introductory rate might be just the ticket.

Show testimonials from experts – People like to know that some type of expert thinks the product is a good choice. Your experts may be professionals who use the product, or even researchers who can point out some of the more attractive characteristics of the product.

If it's software, give a demo – A quick and partial test run can alleviate fears that the product may be too complicated for the prospect to figure out. Calm those fear with a test drive that shows just how user friendly the product really is.

Act Now - Not Later!

One of the goals you have for your sales copy is to compel the reader to make a decision now. All too often, copy builds an excellent case for considering the product, but does not follow through with that little added extra that pushes the prospect off the fence and into making a decision to buy. Here are three basic ways to make sure your prospect does not get away, and becomes a devoted customer.

First, don't assume that your prospect remembers all those great advantages you so painstakingly mentioned earlier in your copy. Instead, do a quick recap. The recap does not have to be an exhaustive replay of all those benefits. In fact, something as simple as a quick bulleted list will often do the trick. This simple device makes it possible for the reader to see the benefits one more time without having to scroll backward to review them.

Next, don't forget those ancillary values that your product provides. It can be anything from easy installation and storage to working well in another common but less likely setting. The idea is to convey the fact that the product is versatile and there is a good chance it will take the place of more than one product the prospect is currently using. That usually sets very well with consumers who want to get the most for their money.

Last, offer something that must be taken advantage of right now, such as a limited time offer of a discount on first purchase, or free support for a month. Everybody likes to get something a little extra when buying a product.

How many times have you noticed toothpaste manufacturers enticing people to try a new brand by including a free travel size tube along with the main product? You can do the same thing as part of your copy presentation.

Getting consumers to buy now rather than later is to your advantage. The sooner someone buys and actually uses the product, the sooner you can look forward to having one more satisfied customer who will provide good word of mouth. Try out these approaches and see how much good they do for you.

CONCLUSION: Final Tips and Tricks to Improve Your Sales Piece

One thing to keep in mind is there is no such thing as a perfect sales copy. There is excellent sales copy that works perfectly today, but there are no guarantees that it will be just as effective a month from now, or even next week. The fact is that sales copy has a relatively short shelf life.

Of course, there are a few ways you can enhance the effectiveness of your copy and thus extend that life for a bit. Here are some ideas:

Add video – Make your text come alive with video presentations that include slides, animation, and live action sequences. These can be positioned toward the end of the piece, or strategic points along the way.

Add photos – If video seems like a bit much, then come up with photographs that will help to drive home key points in the flow of the text. These add a bit of visual spice. Best of all, you can change them out with relative ease, and give the appearance of your content a fresh look from time to time.

Use new fonts. This is so simple that many people overlook it. You can give your text and the entire web page a fresh look simply by making some changes in the font styles and sizes from time to time. Just make sure your choices leave the text easy to read.

Make use Google AdWords to best advantage. This means inserting logical keywords in order to drive traffic to the site. Also make use of the feature the website optimizer to do split testing for different headlines, different fonts, etc. and see how they play with a live audience.

A/B Split Testing. Simple test of one element of a page against another to see which is more effective. In the AB split testing you divide your visitors randomly into two groups and show each group a different version of a page—the variations may be of many types from color, to font, to offers of gifts. Purpose is to see as to which version results in higher conversion, average order value, application completion, or other target. Analysis of different results would create a summary that describes the impact of the A or B page version.

For example, you can tell whether the changed layout is making any difference or not. The two versions are shown to visitors normally called the A or B test group. They are observed on their visit, sometimes on several occasions to assess their reactions,

especially to see as to whether they are likely to purchase anything after visiting the page in its existing or new format.

One fault of this system is that it requires very large samples (number of visitors-often more than 10,000) for satisfactory test results. Unfortunately effects of many changes cannot be measured. The test is bound to take a long time and many factors affect the purchasing behavior. For example, people are more likely to spend during the festive season or some products may be seasonal. In any case, Google Adwords is a great tool to use for A/B split testing.

Rework a paragraph here or there. You do not have to completely rewrite the text in order to make it fresh. Changing some wording here and there gives you the chance to add fresh keywords, and also reorders the flow of the text to give it a new feel. Buy one, get one free? 50% off? Save 50%? They're all the same, right? To us, maybe. But not to customers. Change it up, present it in a different way.

Security. Especially if your business is online. People want to feel secure about their purchase. Make sure they know it's 100% Safe and Secure, Full Encryption Enabled, lock boxes next to the order button, secure certificates validated and tested so no warnings pop up...just doing this alone will increase conversions.

Basically, always be on the lookout for some way to make a good thing better. Consumer tastes and demands change from time to time. With the right touch, you can anticipate those trends and use your copy to stay one step ahead of your competition.

Now to Recap...

1. Pre-Headline
 2. Headline
 3. Sub-Headline
 4. Greeting
 5. Story
 6. Who are you / Credibility
 7. Problem
 8. Solution / Product
 9. Testimonials
 10. Guarantee
 11. Bonuses
 12. Secure Order
 13. Signature
 14. PS, PPS, PPPS
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