SiteSell.com

Make Your Words Sell!

The Simple Art of e-Persuasion

by Joe Robson & Ken Evoy

Look at any e-biz Web site.

Take away the words.

Could it sell without the words?

Nope.

Now take away the graphics.

Could a no-graphics site sell?

Sure.

...

Time to focus on something that gets sales...

Words

All you have to do now is...

Write to sell!

Foreword

By Ken Evoy, President of SiteSell.com

"Words are loaded pistols."
-- Jean-Paul Sartre

Selling software on the Net? A service? Infoproducts? Million dollar cables for suspension bridges? If you want to sell more...

Use the right words. Words sell, not graphics.

Sure, graphics set the stage. After all, even written pearls can't make a garish, amateurish-looking site sell. But the right words can certainly overcome the handicap of a so-so look-and-feel. And the wrong words will destroy even the most expensive, professional-looking site.

While words "rule," e-businesses continue to pour most of their dollars and time into graphic issues like "look and feel." Why?

Maybe it's just too tough to write words that sell.

Perhaps it's too hard to find people who can do it.

Or could it be that most folks simply don't know how to write for the Net?

It's actually not difficult. I suspected that what people really lacked was a do-able approach. And so, the idea for this book was born.

For months, I could not find a copywriter who truly "got the Net." One who understood how to meld words with the Net. One who understood how to convert a visitor into a customer. And then...

... Along came **Joe Robson.**

I first met Joe when he wrote a review article about SiteSell's first book, "Make Your Site Sell!." Actually, it was more than a review. It was an entire tutorial. He used our SiteSell site (http://www.sitesell.com/) as the subject matter for a lesson about how to sell on the Net.

It was brilliant. He saw into every technique we used. He caught every important persuasive technique. Every tiny nuance. Basically, he undressed me... in a nice kind of way.

Only one kind of person can do that. Someone who truly understands the Net-selling process. Someone who understands how to persuade visitors to become customers. That's Joe Robson.

I followed Joe's work for a while, on his site (http://www.adcopywriting.com/) and in his newsletter ("Copywriters' Digest"). His writing was fresh and spoke **to** me. Original insights. A man who clearly "got it."

I could resist no longer. I asked if he would co-write this book with me. He enthusiastically agreed. Boy, did he agree!...

He immersed himself for eight months.

We would brainstorm and revise periodically. Then he would squirrel himself away for weeks, feverishly re-writing. Suddenly, a manuscript would turn up in my e-mail. I'd tear it apart with Joe, add a bunch of new ideas, and then...

We'd repeat the whole brainstorm-squirrel-manuscript cycle... over and over again.

Finally, eight months later... it was done. Simple. Clean. Clear. Effective. Written from the ground up, created solely to show you how to e-persuade... how to write to sell on the Net.

MYWS! is loaded with original and powerful concepts. But here's my favorite, the guts of the entire book...

Its original **SWAT?-it-to-death** method guarantees that your copy will sell. "SWAT?" virtually forces you to pull the strongest sales-getting benefits out of your product and onto your visitor's monitor. Study and use it... because if you do, your sales copy will almost write itself.

And really, that's all there is to it. You already know how to persuade people. This book shows you how to do it on the Net. In other words, it shows you how to...

Make Your Words Sell!

Wishing you outstanding sales,
Ken

P.S. Don't even begin to think in your head... "I'm not a writer." Hemingway was a writer. You don't need to be -- better if you're not! MYWS! does not turn you into a writer... just an **effective e-persuader**.

1. Introduction

"Sales Copy that doesn't SELL should carry a Government health warning!"
-- Joe Robson, Copywriter

Hello...

**... I'm Joe Robson.**

Let's talk about **you** and how you will benefit from what I believe to be the most innovative and most practical book you will find on writing Web copy for your business.

Make Your Words Sell! took 8 months to write...

And 30 years to research!

Hey, I know the Internet hasn't been in existence that long! But that's how long I've been making my living as a salesman, direct marketer, and copywriter, both on and off the Web. And MYWS! is not just about writing copy…

It's about writing Copy to SELL!

And, boy, is there a difference! Think of it this way...

Would you be a better carpenter if your tutor had spent his working life with callused hands, selling his own creations? Or would advice from a book,written by someone who'd merely studied carpentry, serve you better?

It's the little things that make the big difference so we are constantly told.

Military strategists tell us no matter how well planned a military campaign is, its success depends on the nitty-gritty experience of the soldiers on the ground. And so it is in copywriting -- the little difference being practical experience of what works and what doesn't work.

And this experience is often the only difference between miserable failure and unqualified success. Sometimes phenomenal success.

MYWS! shows you copywriting techniques and concepts which do/do not work on the Web, and fully explains why! It reveals a method of writing your Web copy for your specific product, aimed at your specific customers.

And MYWS! goes way beyond theory. After you graduate from "the classroom"...

You and I are going into business together! We'll write copy for a fictional business. Together, we will use the SWAT? technique. This technique allows inexperienced writers to create Web sales copy that will astound you.

No matter what you may read on the Internet, writing persuasive and sales-generating Web copy cannot be learned in a few minutes. **There is no magic pill** to help you produce professional copy at the drop of a hat.

I don't care what anyone says to the contrary! If there was, professional copywriters the world over couldn't command the high fees they presently enjoy.

But if you're prepared to commit to doing this process, if you involve yourself in the techniques detailed in MYWS!**...** I promise you will very quickly produce Web copy a hundred times more successful than your present efforts.

And with a little practice you'll be writing sales copy that is so successful you'll wonder how on earth you managed before MYWS!

Ok, enough of the motivational stuff!

Let's get down to it…

2. Why Most Web Copy Fails

"Words are, of course, the most powerful drug used by mankind."
-- Rudyard Kipling

Did you ever see a headline that absolutely **demands** attention? A headline that shouts "Hey look, this is for you"? Or even one that quietly seduces you with an irresistible promise?

And have you ever read a "how-to" article on writing sales copy and thought, "Yeah that makes sense... Now I know how to do it!"

Time for the honesty bit.

Have you also suffered the frustrating reality of **not** being able to write the same kind of persuasive sales copy to match your business?

And have you ever tried writing Web copy using similar words and phrases you've read in someone else's successful copy? Only to suffer the pain and disappointment of watching your sales results **refuse** to improve?

How many times have you shook your head in despair, desperately wondering what to try next? Agonizing, isn't it? **In fact, it's enough to make a...**



... grown man weep!

You can see what others have done. You think you "get it." But when you come to put pen to paper (or finger to keyboard) it never seems to work out quite the same.

Why is that?

After all, you know your business inside out and upside down. You have more passion about your product than any other person alive. You just know the people out there will love it.

And yet... well, for some reason your words just downright refuse to get your excitement and passion across to your readers. At least, not enough to get them to buy.

You ask yourself...

2.1. Why, Why, Why?

Why doesn't that same passion and excitement **jump out** from your copy?

After all…



... you read articles on how persuasive headlines are supposed to be written. You study examples of good Web copy that seem so simply written.

You are convinced you could do the same.

And you use the "hot words" like "free," and "now," and "you," which are supposed to drive customers to your order page.

So what's wrong? Just what the heck's going on here? Why doesn't **your** copy ring the cash register?

Well, there's something you need to understand...

You simply haven't been shown why that piece of successful copy was written in that particular way. It may have worked brilliantly for a Widget manufacturer but it would have failed miserably to impress prospects for your Search Engine service.

Secondly, you have never been shown why certain words will motivate your readers into buying. Or why other equally persuasive words are guaranteed to leave them unmoved and totally disinterested.

But most importantly, you haven't been shown how to...

2.2. Think Like Your Customer

Please consider this carefully. It's the key to all successful sales copy. Bar none!

When you saw that eye-catching headline which you thought would be ideal for your business, the use of those particular words and phrases may have seemed obvious to you.

But...

You didn't know the thinking behind them. You didn't realize it became successful because it **appealed** to a specific customer in a **specifically targeted market.**

And the answer to writing sales copy that will motivate **your** reader into buying from you is that you have to understand her **mindset.**

To achieve that, you have to learn to...

2.3. Dance With Your Customer

"Sorry... did you say dance?"

Yes! You see, writing successful copy is pretty much like learning to dance with a new partner. You know the right steps because you probably picked them up from someone else and managed to... well... "get around."

But to create a partnership that's beneficial to both of you, you have to discover what she wants from you. And to do that, you have to figure out how she thinks.

Until you understand how your new partner thinks, you keep making mistakes and stepping on toes.

But once you learn what makes her tick, it's a whole different ballroom game. At that point, you know which moves to make to suit her specific needs. And you can anticipate exactly what she wants you to do. **So you both move…**



... in perfect harmony.

When you can **anticipate** her every move and understand why **she** wants to move that way, you understand her mindset**.**

Hey, let's get off this dance floor and back to the real world!

Writing successful sales copy requires more than the sprinkling of a few miraculous "power words" into a detailed description of your product.

Just like a dancer, you have to **plan** one step ahead of your reader and answer her questions and objections **before** they arise.

You need to know how she thinks so you can inspire her with phrases that motivate her into responding the way you both want.

And once you know how to do that, you can talk to her on her level. You can identify what she really wants.

You can answer her questions. And solve her problem.

By knowing which moves to make, you can guide her smoothly and carefully along the path you both wish to take...

To your order form.

Joe has hit the **single most important factor** that separates successful online companies from failures. If you remember only one thing about site-selling, it's this...

Become your customer.

While this book focuses specifically on how to write to sell, becoming your customer is **vital** for every aspect of e-commerce...

- developing/positioning products for Net sales
- traffic-building
- order fulfillment
- customer support.

In Make Your Site SELL!, I summarize the entire 800+ page book with these 6 simple rules...

1) Feel customer's needs.

2) Make navigation clear.

3) Load fast.

4) K-I-S-S.

5) Write actively and clearly.

6) Ask for "the order."

Now let's push it one step further. Re-read the above 17 words. Think about them. Notice the last 5 rules/13 words? They all spring from the **first rule**…

Feel customer's needs.

Easy? Nope. It's natural to lapse back into your own viewpoint. Remember this... the best way to make your site SELL! is to…

Make Your Customer BUY!

Become customer-obsessed.

Many copywriters just pound out the same style over and over again. Bad -- they're writing for themselves You'll do a better job if you become your customer.

If you get deep, deep inside your customer's head, you'll realize that all the principles outlined here remain the same. But your site will adapt, depending on who your customer is and on how your customer responds to the benefits of your product, its price, etc.

Here are a few examples of what might change...

- **the look and feel of your site** -- A good sales site achieves an "across the table talk." Depending on who your customer is, however, that might be a kitchen table, a laboratory counter, or a Fortune 500 conference table.

- **the tone of your copy** -- My copy is benefit-focused, always. But if I was selling my theory of cold fusion to nuclear physicists, the copy would have a totally different tone than if I was selling a book about how to day trade to aggressive investors.

- **the length of your site** -- If you want your visitor to download a free trial of a relatively cheap piece of shareware, you might even be able to condense your site to a single page. But if you're selling $1,000 software, make the site as long as it needs to be in order to get the sale.

Bottom line?…

Get into your customer's head. What does she **want**? What are her worries? Why won't she buy? If you become your customer, this becomes easy to do. It becomes a snap to adapt everything you learn here.

To paraphrase Vince Lombardi...

Your customer is not everything... she's the only thing!

So simple…

It sounds easy, doesn't it?... "become your customer." But it's the hardest thing to do

Why? **Because you don't live in their world.** So it's easy to slip back into yours.

Put a yellow stick'em on your monitor right now...

"Become my customer."

2.4. Sales Copy Is Your Web Site Salesman

Consider this.

What do you think makes an average salesman into a **successful** salesman? Is it because he gives his prospect lots of product information? Is it because he uses certain "hot words" like "free" that make his customers fall over themselves to order?

Or is it because he's so…

**... friendly and likeable?** Well, it all helps, of course. Even average salespeople do that.

No. The real reason for his success is that he has been trained to "read" his customer. He has learned how to identify exactly what she really wants.

And he knows that her wants may be different to her needs.

For example, she may need a new car for reliable means of transport. But she may really want a bright red sports coupe and be admired by her friends and neighbors... as she polishes the gleaming bodywork on her driveway.

So by learning her mindset, he discovers what she really wants. And skillfully provides it.

You must do the same. **Learn your reader's needs and wants.** Then employ the persuasive talents of your Web site salesman to talk to her on a one-to-one level.

And close the deal!

2.5. Why Is MYWS! So Unique?

It's time to explain why MYWS! is so different from any other book you might have read about Web copywriting. And I really do mean any other book!

Other books usually describe copywriting techniques that are in general use. Many of them rely heavily on analyzing past successful ads and use them as a guide to how your ads should be written.

And most of them concentrate on the mechanics of copywriting -- the types of power words to use and the structure of how the sales message is put together. Therein hangs the problem!

Remember our salesman from earlier?

Imagine that he's just sold a Mercedes to a 50-year-old CEO of a company. He did it by reading his customer's mindset and learning what this man wanted... a comfortable, luxurious, executive auto that would reflect his status in the business community.

And our salesman's sales pitch was successful because he offered the CEO exactly what he wanted.

Now imagine his next customer is a 25-year-old "upwardly mobile" Internet marketer who's just sold 100,000 of his latest e-book called "How To Sell 100,000 E-books On The Web." Our marketer is thinking about treating himself to a luxury car.

Do you think the salesman would use the same sales pitch as he did with the CEO? After all, it was very successful. The words were "right" and the motivational message was perfect.

Of course not. And we both know why...

The product is the same.

The price is the same...

But the needs and wants of the two customers are different!

So our salesman has to read each customer and use a different sales technique. He then offers a different appeal, or promise, to each individual customer. And successfully sells to each one.

Even if he's selling the **same** product!

So it's of no help to you whatsoever knowing that this ad's headline... "They laughed when I sat down to play the piano" was hugely successful for a piano lessons course.

Not when you're selling a keyboard tutorial to 16 year olds!

That's because analyzing another writer's sales winning copy simply explains why it was successful after it became successful. And it's so easy to be wise after the event.

Nor does this approach explain why the same copy won't achieve the same level of success, even when written for a similar product.

So I'll tell you.

The reason is simply that another product -- your product -- may well be used by...

2.6. The Same Customers In A Different Market

The needs and wants of those customers may well be completely different. Even though those customers are the **same people…**



... they may be in a different market!

Confused? I don't blame you. In fact, I'm getting a little punch drunk myself. Let's use a simple example to clarify. Consider this **successful headline** for a new family sedan...

```
Government Research proves the
Falcon Compact is the safest family car in the world
```

After seeing the success of this ad, another writer uses the **same** headline to advertise his kitchens to the **same** target customer (i.e., middle-income house owners with families).

```
Government Research proves that
Cardinal builds the safest kitchens in the world
```

Same price range. Same target customer. **Same** headline**.** But...

Different sales results. Why? Because the ad writer for the car understood his target customer's mindset, which was determined by the market. And this knowledge helped him to promise exactly what his customer wanted, which was safety for herself and her children.

But the kitchen ad writer didn't understand his target customer's mindset. Otherwise, he would have known that even though she needed safety in her kitchen, what she wanted was something more...

Maybe the envy of her friends. Or the satisfaction of being a "modern" woman. Or the thrill of spending less time toiling every day to keep her out-of-date kitchen clean and tidy.

So the kitchen ad writer made a major mistake. He made the wrong promise. Because he didn't understand what she wanted, he appealed to the wrong emotion.

He simply didn't understand her mindset.

And that's why MYWS! will bring you more success in your copywriting than any other book on this planet. Wanting success is your mindset -- so "your success through words" is what Ken and I set out to deliver.

Why will it succeed? Because it makes you think like your customer so you can anticipate exactly what she wants. By the time you finish reading this book, you will be sick to death of reading the word **"**mindset**."**

But you will never forget it!

MYWS! shows you how to create and develop...

- your own ideas for approaches to the sale
- your own marketing concepts
- your own individual style...

Ideas for sales, marketing concepts, and individual style... all of which you specifically aim at your distinct customers.

MYWS! teaches you how to write persuasive, sales-generating headlines and copy that will motivate your specific prospects into buying from you.

It shows you how to write original sales copy, unique to your situation -- rather than simply writing “second hand” copy, carefully adapted from other writers’ work.

In short, you will learn how to become a successful writer of your own work.

2.7. Who’s The Best Person To Write Your Copy?

You!

Hands down! You -- the business owner -- are the most ideal person to write sales copy for your own product or service. Only **you** have the detailed product knowledge, the motivation and the burning passionate desire to really get your message across to your readers.

But the reality is that you probably don’t possess the critical writing skills to translate your passion into the written word. And the frustrating struggle to put your emotions onto your Web pages somehow **dilutes the message into a…**

**... screen filled with uninspiring information!**

“Hang on. I thought writing sales copy was about using the right words.” Good point. It is.

But not exclusively. Otherwise academics and creative fiction writers would be natural copywriters. But they’re not.

So I suppose you’re now wondering...

What does passion have to with it?

Everything! Absolutely everything.

Wait a minute! I’m not advocating you write your sales copy in the back seat of your car! Let me explain. Can you still recall the moment when you first described your Internet business idea to your best friend?

Weren’t you…



... excited? Wasn't your idea filled with bubbling enthusiasm and emotion?

And remember how you felt when you took your first order? Boy, you thought you'd found the secret at last!

Well, that's the passion I'm talking about. That's the awesome magic that compels people to buy from you. And if you could transmit that passion to your prospects through your sales copy with skillfully crafted words...

If you knew how to think like your readers and re-create that same bubbling, irresistible enthusiasm on your Web site...

If you only had the skill to choose the right words...

Do you think your sales would improve? You and I both know they would explode!

2.8. Shhh… Want To Know A Secret?

Most people believe there's a secret to writing successful sales copy. There is. But there is only one. The secret is…

There is no secret! There is no mystery about writing persuasive copy.

Just as there is no mystery about the people who write it. Most of them are just ordinary folk, from ordinary backgrounds. **And you thought…**



... they were gifted!

Look, we can all write, even if we are not "writers." Each one of us writes letters, memos, e-mails, notes. And when you write a note to your spouse or friend? No big deal. You put your feelings onto paper without a second's thought to grammar or structure. And you **instinctively** know which words to use to fully express yourself.

Why?

Because you **know** that person so well, you understand how she thinks. You know exactly how she will react to the words and phrases you use. So you choose words which you know will cause the **specific** reaction you want.

And your message gets across clearly, strongly, and successfully. Without any misunderstanding, **it produces…**



... the very results you wanted!

Yet if you write an e-mail or letter to a stranger, it seems to be a whole different ball game.

That's because...

2.9. You Don't Know Her

You don't know how she thinks. You have no idea how she will react to your message. So your thought processes change...

You begin struggling to convey your true feelings. Somehow, the conversation you have in your head magically dilutes itself into a formalized, stilted series of words. Devoid of any strong feelings or emotions.

And it's exactly the same when writing sales copy. Unless you know how to write for your **specific** reader, your passion, your emotion, your sales message will alter and degenerate.

So to learn how to write truly effective and persuasive copy, you have to know what your reader is thinking. You need to..

2.10. Understand Her Mindset

That's what a really good Web writer does so successfully.

But it's not enough just to think like a writer. More importantly, you have to know how to get inside your reader's mind and think like **her**. And, of course, how to use the right words.

Words that sell.

Motivating, powerful and compelling words. Words that provide your reader with everything she really wants. Words that inspire and excite your reader to give you what you want.

And it's this irresistible combination of words and mindset that will help you write sales copy more powerful and infinitely more effective than anything you ever thought possible.

Think that's difficult? You're in for a very sweet surprise. I assure you. It's definitely not.

In fact...

2.11. Anyone Can Do It!

And I mean A-N-Y-O-N-E!

It requires no special education. No intimate knowledge of the English language. And no special talent.

In fact, MYWS! will show you how to write professional, successful sales copy along with the best of them. You will soon be writing powerful, exciting and inspiring words that will turn your visitors into prospects, and your prospects into buyers.

And your sales copy will motivate your buyers to buy, and buy again.

You are about to learn...

1) Why certain words motivate response, and which ones to use to sell your goods and services.

2) The thinking process behind the creation of **Powerful Attention-Grabbing Headlines**. And how to write your own.

3) How to get your creative juices flowing and write motivating order-generating sales copy unique to your business and appealing to your specific customers.

How are you going to achieve that? After all, you've been promised that before, haven't you? Of course, you have.

But you weren't shown the ingenious and shockingly simple copywriting technique that's in store for you here in MYWS!.

In fact, you're about to have your socks blown right off!

So get ready for...

2.12. The Punch Line

MYWS! is about to show you a unique, never-seen-before copywriting technique. A technique that is so amazingly simple. Yet so devastatingly effective.

This system, written especially for inexperienced Web copywriters, actually forces you...

- **Experience** the mindset of your ideal customer and discover what she really wants.
- **Discover** your **USP** (**U**nique **S**elling **P**roposition... more on this later)
- **Reveal** dozens -- yes dozens -- of benefits for your product. Benefits that you never even knew existed.
- **Write** the most powerful and persuasive headlines specifically for your readers.

This incredibly do-able, and powerful, MYWS! method also...

- **Develops** riveting sales copy that is absolutely saturated with benefits.
- **Sets down** sales copy that writes itself!
- **Creates** an irresistible **order form** that effortlessly compels your reader to buy.
- **Composes** the most persuasive **e-zine ad** you've ever written.

And so much more. You'll hardly believe it! In short, it's…

2.13. A Remarkably Unique Webwriting Concept

And you'll absolutely love it!

But first of all, we need to discuss the **essential fundamentals** of writing for the Web. It's pointless trying to run before you can walk.

So hang on tight to the safety rail because I promise you...

You're in for…

**... an exhilarating ride!**

Let's do it…

> The following three chapters cover the **basics of copywriting**. If you already know quite a bit about it, read the material quickly, just to make sure there are no holes in your knowledge. If you're new to copywriting, study as if you were in university -- these chapters will bring you up to speed.

3. Prep, Prep, And More Prep

"By failing to prepare you are preparing to fail."
-- Benjamin Franklin

There's only **one** way to write Web sales copy... To **SELL!**

No ifs. **No buts...**



... No maybes. Because there's **no** profit in having a product or service that **almost** sells!

> Selling reminds me of the old saying... being **"close"** only counts in horseshoes, hand grenades and dancing. **Almost** getting the sale is just **not** good enough. **So stay focused on one thing... get the sale.**

And that's why you're reading MYWS!**,** isn't it? To discover once and for all how you can begin writing sales messages that will grab your readers, glue them to your words and skillfully draw them through to your order page.

And make them feel so good about you and your product that they excitedly click that magic *Buy now* button.

> I like the way Joe adds "excitedly" in the preceding sentence. Your customer should not feel manipulated or "sold." She should **want** that product.
>
> One of my favorite business quotes is from Sam Pettengill, an American congressman from the 1930s…
>
> *The successful producer of an article sells it for more than it cost him to make, and that's **his profit**. But the customer buys it only because it is worth more to him than he pays for it, and that's **his** profit. No one can **long** make a profit producing anything... **unless the customer makes a profit using it.***
>
> How does this apply to copywriting? Good question...
>
> As a copywriter, your job is to **persuade** and **convince** your customer that the product is worth more, far more, than the dollars in her hand.

> As a vendor, your job is to deliver the promise. Keep your end of the bargain -- don't use the power of the MYWS! approach to trick people. Not only is it wrong, but on the Net, you'll be sorry.

OK then, let's get down to the meat of MYWS!.

There's more to writing successful and persuasive sales copy than simply knowing which words to use and in which order.

A lot more. That's why it took 8 months to write this book.

Sure, a word is a word is a word. But to know which words to use with maximum effect you have to know -- really know -- exactly what you're talking about. But most importantly…

Who you're talking to!

You must have experienced the painful and boring phone call from a telemarketer who was reading from a script. Did it move you? Yeah, to the other room!

He was using the same words and the same sales message to different prospects.

If he'd taken the time and trouble to research his prospects by asking the right questions, he could have addressed their **individual needs and wants**. And by tailoring the **benefits** specifically for each individual person, his success rate would have been dramatically higher.

It's OK. You don't have to telephone every one of your prospects to find out what makes them tick! But you **can** get to know them. The degree of success you'll achieve will be in **direct proportion** to the amount of time you put into your **preparation**.

So before you write your first word of copy, there are many **essential** tasks you must complete...

3.1. Get To Know Your Product

Think you know your product? Of course, you do. You live, breathe and think about it all day long. I'll bet you even dream about it!

And you never miss a chance to tell everyone you meet about how fantastic it is and why they should own it. In fact, some of them may have become so bored with your single topic of conversation that they are beginning to avoid you.

But that doesn't answer my question. **Do you really know…**



... your product?

Have you asked your **customers** which feature or benefit they like the best? Are they finding uses for it that you hadn't thought about?

Have you asked a friend to examine it? Or are you so convinced of its excellence, you don't believe it's necessary? Mistake. Big mistake.

And if you're selling someone else's product, have you revisited their Web site recently to check on any changes or improvements? If you haven't, then you should. In fact, you must!

Let's be honest here. Unless you know every single teensy-weensy detail about your product, you can't do justice to the copy you write for it. Because as an expert, your enthusiasm, your passion and your knowledge will shine through in your sales message and infect your reader. It's the little things that make the big difference.

3.2. Get To Know Your Industry

Visit the relevant Web sites that are involved with your industry. Subscribe to their e-zines and keep abreast of what's happening around you. Browse the Amazon.com bookstore and see what's available. You cannot get too much information about a subject which you should know **inside out**.

Strive to become an expert in your field. **Even better, strive to be…**



... "THE" expert in your field!

Because anything that enhances your knowledge of your industry will help you write informative and interesting copy that will **outsell** your competitors.

It's surprising what your reader will see "between the lines" of your sales message. Just as she will spot an impostor by the shallowness of his information, she will quickly come to realize that you are the expert she expects you to be.

And who do you think she'll be more inclined to buy from? An amateur, or an expert like you?

3.3. Get To Know Your Competition

Want to stay ahead of your competitors? **Then keep a…**



... keen eye on them.

The Internet is such a fast-moving creature that new ideas and innovations are being thrust upon us at a bewildering rate.

So visit your competitors on a regular basis...

- Subscribe to their e-zines and get a "feel" for their business. Read **between** the lines.
- Study their sales copy and see which **benefits** they're concentrating on. Are they the same as yours? Are they different from yours? Are they **better** than yours?
- What is their **USP**? Are they promising a benefit which you haven't spotted?
- Are their prices higher or lower? Are they offering better **free bonuses**?
- Is their **sales copy** better or worse than yours?

Only by knowing your competitors, can you strive to offer greater benefits and write more persuasive sales copy. Becoming an "expert" on your competitors puts you in a better place to outsell them.

Even if you're the leader in your field, you must know at all times exactly where your competitors are and what they're doing. Just take your eyes off them for a second and they'll sneak up on you from behind and steal your market right from under your nose.

3.4. Target Your Market

You can't be everything to everyone.

Just because your book, "How To Write Successful Web Copy," is the best that's ever been written, don't assume every Web site owner will want to buy it. They won't! Of course, you know they should buy it. And yes, for sure, the vast majority will benefit from it... if they read and apply what they learn.

But the cold reality is that...

- Some won't see the **need** for it, no matter how poor their site copy is.
- Some won't be able to **afford** it.
- Many will consider it **too expensive or too cheap**, no matter what the price.
- Some won't **believe** your claims.
- Many will be **too lazy** to learn a new subject.
- Lots of them will be quite **satisfied** with their present sales.

Hey, it's a tough world out there!

So it's pretty obvious... you have to find the people who are most likely to buy from you. What's the point in knocking your brains out trying to sell to 100,000 non-targeted "anybody's" if only 10 are likely to buy?

You'll find it much more profitable aiming at a smaller market of 1,000 interested potential buyers. Your audience is people who need and want what you have to offer. Once you achieve success with these customers, you can concentrate your efforts on finding other target markets... different market segments.

With that in mind, let's...

3.5. Identify Your "Ideal" Customer

Many people don't seem to realize there's a difference between their **target market** and their…



... target customer. Or, as I prefer to call her, their **"ideal" customer**.

Suppose you have a fantastic book that teaches readers to produce top quality Web site copywriting. (Too late, I already beat you to it!)

Your potential market could be **anyone** who writes copy of any kind for their Internet business. Wow! That's an awful lot of people. In fact, it covers every single person with a Web site or an e-zine! Now all you have to do is promote your book anywhere and everywhere and watch those $millions come pouring in.

Boy, oh boy, if only it were that easy!

Well, it could be that easy, if you were wealthy enough and stupid enough to spend a fortune on promotion and advertising. And even then your message would only reach a tiny percentage of the hundreds of millions out there.

Of course, your sales could be high. But your expenditure would be even higher! And your risk of going broke would be guaranteed!

So you have to study your "potential" market and sift out all the least profitable areas. Then sift some more. **Keep on sifting until…**



... you have a few nuggets of pure potential profit!

Of course, you need to know…

3.6. Where Do You Start?

It may sound obvious but there's no better place than the beginning!

So write down a list of people who you think may benefit from your book... Bill, Jane, Mom. No, I mean real buying customers. Then select the best market for your product.

How about...

- People who want to improve their Internet sales.
- People with little or no Web writing skills.
- People with writing skills who want to improve and sharpen them.

➡ People who can afford to buy.

➡ People with a strong desire to build their Internet business.

➡ Internet business owners who can't afford to hire a pro copywriter.

Does this list tell you something? Does it make you ask the question...

Who is your target market?

- **Large Internet businesses?** Hardly. They have huge budgets so hire the pros to do their writing.
- **Medium-sized companies?** Some of them, yes. But many are either... satisfied with their sales or... they can afford to hire a pro copywriter or... they're good writers themselves.

So that leaves us with...

- Small Net business owners

and...

- Startup Internet companies.

So which of these four "types" will be the most likely to buy, and in the greatest numbers? Yes, you've got it...

... Startups and small businesses!

So... now that you know for whom you're writing, you can craft your sales message to talk directly to your small Internet business owner. You can set about getting into her mindset and identifying her specific needs and wants.

You can now write your copy with benefits that she will specifically identify with. You can highlight benefits that will solve her particular small business problems.

You're focused. You're cooking on gas. And you're also in a much better position to…

3.7. Know Your Customer's Personality

Obviously, everyone in your target market won't have the same personality. But if you gauge the most common personality type, you can speak to your reader in the language she feels most comfortable with.

For instance...

If you're selling software, is your ideal customer…



... **an experienced techie type?**

In that case, he may be interested in facts and the technicalities of how your software functions. Just give him the facts and he can think it through.

Are you specifically selling to…



... a teenage geek?

He feels comfortable in a laid-back atmosphere. He wants to know the technicalities but also if it's "cool."

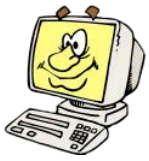
Or is your ideal customer…



... a senior business manager?

Adopt a more formal and business-like **tone** to your language. She knows what she wants. But she is not to be swayed by the motivational type of appeal more suited to a self-employed business owner. She needs technical facts and figures to help her arrive at a logical business decision. That's what she expects from her staff, and from you.

Maybe your "ideal" customer is…



... a new startup Internet business owner?

Talk to her as one small business owner to another. She needs **help, advice,** and someone she can **trust**. So let her know you understand her problems. "Talk" as you would to a **close friend**.

> **It's so easy to assume that you are your own best customer.** It's not only easy... it's natural. After all, you likely conceived your own product because of **your** own circumstances. But that does **not** mean that you are your own **ideal** customer.
>
> Think it through, and you just may find several new markets for your product... and a better "ideal" customer.

3.8. Identify Your Customer's Wants

You have read this statement a thousand times or more...

Identify your customer's needs and **satisfy** them.

Well, I'm sorry if this confuses you but...

Appealing to your reader's needs is not enough.

She may need your Search Engine software to create more hits on her Web site. But she wants the higher standard of living for herself and her family that your software will generate in extra sales.

She may need your electronic mouse trap in order to create a hygienic environment for her family to live in. But what she may want, more than anything else, is to spend less of her life standing on a kitchen chair!

Read the following sentence slowly, then read it again. Because it's vitally important to your whole business future!

Emotions influence our buying decisions, and then we use our logic to justify the purchase.

Your reader may have only seen one mouse in a year. So she may logically think that $10 for your super-duper mouse trap isn't justified.

But if she became hysterical when she saw that monster in her kitchen, her emotions would prompt her to buy your killing machine. Then she would logically justify the purchase by telling herself she'd have a much more hygienic kitchen!

Let's face it. If we all bought logically, we'd merely buy the basics we need to sustain us. Food, water and shelter are **needs**. Luxury apartments, exotic holidays and a happy family life are **wants**.

So once you determine your ideal customer's wants, you can appeal directly to her emotions.

And yes, you guessed it. **Then, and only then, will she buy.**

3.9. Isolate Your Product's Features

Features don't sell.

Why? Because they appeal to our logic!

`Learn how to write persuasive headlines…`

... is a **Feature**. And it's logical that to run a successful Web site you should learn how to do this.

But…

`Learn how to write headlines that will substantially increase your profits...`

... is a **benefit**. A benefit appeals to your reader's **emotions**.

I make absolutely no apologies for laboring on this point. It's a **critical** one.

You must be able to separate features from benefits.

Why? Because it's the benefit to your customer, and the way you present it to your customer that will make or break your business.

A car's small 1600 cc engine is a feature of the product. But the $1,000 a year savings in fuel costs is a benefit to the customer.

So you can see that a benefit is a direct, or sometimes indirect, result of a feature. And even though most people think they know the difference...

They don't.

Because so many Web site owners have not yet grasped this important concept, most Internet sites do nothing more than present a list of information!

And what is information? Just a long, boring set of features that don't even remotely interest us. That's why no-one buys from them!

Remember one of Isaac Newton's "Laws of Motion"?...

"For every action there is an equal and opposite reaction." This is an irrefutable law of **nature** that cannot be changed.

Well, one of Joe Robson's "Laws of Copywriting" states that...

"For every feature there are one or more benefits." And this is an equally irrefutable law of **marketing**!

Your customer **gets benefits from** the features of your product. So before you can make a list of benefits, you need a complete list of product features.

Examine your product from **every angle**. If it's a book, read it again. You wrote the book? That's even more reason to read it again. But this time search for **features,** and write them down immediately.

Then...

3.10. Turn Your Features Into Benefits

CAUTION! You are now entering an area of MYWS! that is hazardous to your financial health **if you miss the point.** The next three sections are that important!

The only reason your visitor reads your sales message is to find out **what's in it for her**. And the best way to tell her that is with a list of benefits that will help her get what she wants.

Features won't do it.

Creative and entertaining writing won't do it. And the fact that your Gizmo is the fastest selling item on the Web won't do it. That's a great feature but... so what?

Only benefits that will specifically **solve her problem** and give her what she wants will do it. So every one of your features must be presented as a **benefit** to **her**.

And how do you turn features into benefits?

Like this…

3.11. Apply The So What? Technique

Here's a simple feature... "It folds flat."

"So...



... What?"

"It saves valuable space in your kitchen."

That's a **benefit!**

Or how about…

Feature... "It automatically sorts your e-mail."

"So what?"

"It gives you an extra 30 minutes a day to spend on your Internet business."

That's a **benefit!**

Later in the book, we take the awesome power of this incredibly simple technique to a completely new level! And you will use it to produce unbelievable results. Staggeringly successful results.

And I really do mean staggeringly successful!

In fact, I will show you how to apply the **So What?** technique in such a unique way that it will actually "force" you to write the most powerful and persuasive sales copy of your life.

Sales copy you never thought you could ever possibly write!

3.12. Identify Your USP

Your **U**nique **S**elling **P**roposition (**USP**) is the single, most important asset you possess. It answers the heart-breaking questions that every one of your readers ask...

"Why should I buy from you?"

"What can you offer me that your competitors can't?"

Let's use the following snippet (from Peapod) to show you how **So What?** works...

Convenience, pure and simple

- Shop anytime, night or day.
- Choose your delivery time -- any day of the week.
- No more trips to the grocery store. No more checkout lanes. No more lugging groceries.

OK, take the above and ask yourself, **"So What?"**

"Shopping fits into your schedule, not vice-versa."

Better. But... So what?

"Because you have better things to do with your time."

BINGO! There's no "So what?" to that one. It's the essence of the shopping experience…

So now let's rephrase *"Work when you must and play when you want"*…

- Tired of losing time for the old "travel-push-checkout-lug-travel-lug" routine?
- Whenever you have 10 minutes free, day or night, "click-and-pick" at Peapod.
- Then just tell us when you want them.
- Because you have better things to do with your time.

It's all about benefits, not features. Keep asking **"So What?"** and you can't miss.

Joe is absolutely right. People continuously confuse benefits with features. It is so critical for you to completely understand a benefit and, in turn, the benefits of your products.

Let me strengthen that a bit... if you can't convert product features into customer benefits, you're doomed to write bad copy. The good news is…

Joe's **So What? technique** is the single most brilliant way that I've ever seen to force you to realize what the benefits are as opposed to what the features are of your product.

I'm going to give away a bit more of Joe's So What? technique now, so you can keep it in mind (he elaborates upon So What? below).

Don't just ask yourself "So What?" about a feature once. Take the answer and ask yourself "So What?" about **that** response. Keep doing this until you crystallize that feature into the most important benefit of your products. Keep asking "So What?" until the question stops making sense.

Think I'm over-stressing the importance of this? Nope. Most companies mistake features for benefits over and over again. Why? Because they design features into the product.

But they don't experience the benefits... the customers do.

And the customers **want** the benefits, not the features. You know the old saying... "Customers don't want quarter-inch drill bits... they want quarter-inch holes."

So you simply must deliver benefits, not features. Don't confuse the two, like most sites do.

"Tell me why I should stay here and read your sales message."

And if you don't come up with a good reason -- **a compelling USP…**



... Click!

Because without a **USP** you are just another face in the crowd. It's your **USP** that **sets you apart** from your competitors.

See Joe's little mouse up above? You're going to learn to hate him. He's a great reminder of what you must avoid at all costs. There's only one click you ultimately want to get...

The click that submits the order.

So watch for Joe's little mouse... and **avoid that click, the one off your site!**

Here kitty, kitty, kitty...

What do you mean you don't have a **USP**? Yes you do! Everybody either has one or they can create one!

And just because your product is the same as lots of others, it doesn't mean that you have no USP. You simply haven't been shown where to find it!

Until now!

Here's how and where to look...

Think about the benefits of your product and choose the single, **most important** benefit that you can offer your reader.

Is it something your competitors offer? If not, great! If they offer something similar, blend your biggest benefit with some unique aspect that you **do** offer...

Write down a full description of your personal experience and your company's background. Is there something in there that your competitors **can't** match?

Perhaps you have a number of years as a personal consultant, advising business owners on the best uses for your product. Can your competitors claim the same amount of professional expertise as you?

They can? Hmmmm...

Combine your biggest benefit with something that your competitors haven't even thought to offer. For instance, overnight delivery may be a standard feature in your industry. So it may never be mentioned by you, or by your competitors.

But does your potential customer know? **Or is it...**



... a big secret?

Then reveal it and feature it as your USP.

Are your potato chips “90% Fat-Free?” Or do they only contain “10% Fat” like the others?

Have 197,450 boxes of your software been sold in 5 months? Or do you simply tell your reader “It’s the fastest selling program of its type on the market” like the competition does?

There are countless ways to present you, your product, or your company in a way that is perceived by your reader to be unique or different.

Your most important benefit does not have to be something that’s actually different, although that is your first choice! If you’re stuck for a point of true difference, your USP can be a benefit that appears to be unique in the eyes of your potential customer!

So you see? You do have a USP. You just haven’t looked hard enough. Relax. I’ll show you how to do that in more depth in a later chapter. Until then...

Start digging for it now because it’s crucial that you find an outstanding USP. Get a head start. Write it down. Then compare and see if it meets my criteria that I discuss later on.

Once you find your USP, thrust it in front of your reader where it’s **impossible** to miss. **If it’s missed…**



... Click!

Now we come to a really exciting section of this chapter. You’re about to learn something that very few of your competitors ever even consider, let alone apply. Once you grasp this concept, your sales will soar!

Let’s see how to...

> Let me give you a hand, before you reach Joe’s detailed chapter on the USP...

Your **U**nique **S**elling **P**roposition **(USP)** is your product's most powerful benefit, combined with a strong, unique aspect of your business. It answers that most difficult question…

Why should potential customers buy your product, from your company?

Here's how to develop your USP…

First, what are you selling? Write down what your product **is** and **does**.

Second, what is the **benefit** to your customer? What pain does it cure, or what gain does it provide?

Third, what is **unique** about your product? About you? What makes you stand out from the competition? Keep working on this until you can clearly separate yourself from the field. **There must be a convincing reason for doing business with you, instead of your competitor.**

Fourth, summarize the above into one tight, powerful, motivating phrase that will persuade your customer to do business with you, to trade their money for the benefits delivered by your product.

As you start to work through the above four steps, you may find this to be a lot harder than it looks. Don't blow it off and give up!... You must have a USP. If it was easy, everyone would have a great USP! Come up with a tight, sharp USP that **SELLS your customer**.

There's a second benefit to this exercise... one for you! It will crystallize your own vision of what you do! Write your USP down. Keep it firmly fixed in your mind.

Match your USP to your "ideal" customer's strongest motivator, either "pain" or "gain"…

1) Pain -- people feel deprived, almost all in either wealth, health, love, or happiness. Show people how you help in the area that they are deprived in. **Make it clear that you understand your visitor's problem and that you have the cure for her pain or fear of loss.**

2) Gain -- stress the single most important positive benefit that you offer to your customer, in language that she will appreciate.

Bottom line... **Boil your product down into a short, sharp benefit-laden punch.** Whether you use "pain" or "gain" will depend on the nature of your particular product and target market. But, whichever approach you choose, make it tighter and tighter, sharper and sharper**. Hone it until it's razor-sharp...**

If your USP answers **"What's in it for me?"**, you're halfway to the sale.

But if it makes her ask, **"Who cares? So what?"…** she's gone. Actually, if it makes her ask, "So what?", answer that question! It will bring you closer to your USP.

Think hard on this and write down your best idea about your USP. Then keep it nearby until you reach Joe's USP chapter.

3.13. Experience Your Reader's Mindset

Giving your reader everything she wants is a whole lot easier if you already **know** what she wants. And how do you do that?

Well, you've probably been advised on many occasions that you should put yourself into her shoes. Personally, I find it rather uncomfortable squeezing into high heels.

So here's a more practical and extremely more effective way of doing it. In fact, it's the only way to really find out what she really wants...

Get inside her mind.

Imagine how she's **feeling** as she visits your Web site. What is she looking for? Why is she there in the first place? **Think** like her.

Put yourself in her situation, and imagine her **reaction** to each element of your sales copy. What's going through her mind when she reads your **headline**? What is she searching for?

You know what she **needs,** but what does she really **want**?

And most important of all...

Are you providing it?

Like I said earlier...

Become your customer.

3.14. Ready? Set Your MWR

Ken developed the concept of **M**ost **W**anted **R**esponse (**MWR**) in his now-classic Make Your Site SELL!. Since then, you see more and more people using this simple, descriptive term.

It's a very complicated concept... 

You don't write a single word, create a single graphic, decide on navigation or anything else, until **you know what you want your customer to do** when she visits your site. In other words...

What do you most want your customer to do?

Decide now, because everything you do from here on in will try to get that response.

4. Copywriting 101- Getting the Basics Right

"Putting pen to paper lights more fires than matches ever will!"
-- Malcolm Forbes

Every trade, profession, organization and sport has its own set of fundamental rules. And even though there's room for innovation and creativity, it's the "rules" that hold things together. The most creative and skillful soccer player in the world still plays within the boundaries of the fundamental rules of the game.

And copywriting is no different. Of course, you're right…

I shouldn't use the word "rules" when it comes to copywriting, especially for the ever-changing Net. Otherwise, we'd have no room for change or progress.

However, it's important to know that the essential fundamentals of copywriting have been successfully applied for many decades. The emphasis is on "successfully."

Unfortunately, the Internet is saturated with sub-standard and poorly-crafted sales copy which breaks every one of these "rules." That's the very reason why sales copy like that is so unsuccessful.

The following two chapters (Copywriting 101 and 102) contain the fundamentals of Netwriting. I pulled together every important copywriting basic that exists. And then I...

- weeded out "offline rules" that make no sense on the Net
- modified others so that they fire on all **online** cylinders
- added new "online rules" that Ken and I have discovered.

The fundamentals of good copywriting should not be ignored. By all means, be creative and stamp your individual identity into your copy.

But until you have a lot of copywriting experience behind you, **stick to the tried and proven copywriting basics**. They're **the foundation** for what comes later in this book.

So let's have a look at these untouchables…

4.1. Write Scanner-Friendly Copy

You know, life can be so unkind. You work, sweat, and burn that candle to produce your devastatingly persuasive site copy. You **love** it! And without any doubt, every single visitor is going to hang on every word you write.

But what happens? **She scans it!**

Sheesh!

With absolutely no regard for your feelings, or your bank balance, she selfishly **skims** through your copy looking for something of benefit to her.

Well... she **does** control the mouse. So like it or not, you **must** write to be scanned.

As she skims down your page, she's looking for an overall snapshot of what you have to offer her. So design your headline, subheadings, and illustrations to...

- Increase her **curiosity**.
- Raise her **interest,** and...
- Retain her **attention**.

And if she's interested, she'll click back to the top and read your message in detail. You do have a **"back to top of page"** link, don't you? Of course, you do. You're not one of those people who assume their reader will take the time and trouble to scroll all the way back up to the top.

You also know that to grab, and retain, your reader's **attention**, it's necessary that you…

4.2. Write An Opening Headline That Sells

If you understand your reader's mindset, you'll know she has one thing on her mind when she clicks onto your site.

What can this site do for...



... me?

Same selfish self-self-self-interest! But you do have to cater to her, if you want her business. And you only have a couple of brief seconds to catch her eye and g-r-r-a-b her attention, so present her with a headline that promises her exactly what she wants.

Absolutely nothing less will do!

And if she's interested, she may just consider scanning the rest of your copy to find out how you're going to do it! She has no sympathy for the time and effort you've put into building your business. She won't be impressed by a beautifully crafted logo, in the prime, top-center position on your page.

And remember this... at this point in your site, she has no idea that your unique, pocket-sized, remote-controlled roto-rooter is everything she is looking for.

Because she's in a hurry.

Heck, aren't we all? Think of how you scan a page.

Only an attention-grabbing headline that promises to solve her problem, and give her what she wants, will slow her down.

Now here's a staggering statistic to bear in mind...

Up to 80% of your readers will only read your opening headline!

Yes, I know... it's painful, isn't it?

80 out of every 100 visitors will read your headline. If it doesn't grab **their attention in a millisecond…**



...Click!

It makes an awful lot of sense, then, to spend 80% of your time and effort in writing your **opening headline**. And once you've written that eyeball-grabbing sign post, you have to draw her into your sales message with a...

4.3. Fast Moving Stimulating Introduction

Your introductory paragraph has to flow **easily and seamlessly** from your headline. It has to keep your reader's eyes moving and generate a rhythm.

So make it brief. And to the point!

Don't keep her hanging about by rambling on about... "Welcome to my Web site. It's my intention to show you the most amazing... blah, blah, blah." She ain't there to be entertained. If you want to entertain an audience, then get yourself into show biz!

She wants to know exactly what you have to offer. And, most importantly, what you have to offer her. Your reader demands to know that now!

Not half way down the page. And certainly not on the next page!

As far as she's concerned, Blah, Blah means Nah, Nah…

 **... Click!**

So get straight into it!

Once your **USP-based opener** has pulled your visitor more deeply into your site, she can get settled for a more prolonged visit. **So...**

4.4. Identify Yourself

As soon as you feel the **moment's right…**

 ... **introduce yourself!**

After all, she's been brought up **not** to speak to strangers. And that's exactly who you are.

But for heaven's sake, don't bore her with a "me" message! She ain't interested. If your background and expertise are of particular relevance and can **reinforce** your message, then it's important to reassure her that she's dealing with an "expert."

But don't talk about yourself right at the very beginning. In fact...

Don't even talk about **you** at all. Talk about how you can benefit her because of your special or unique experience with your product or service.

For instance...

If you're selling a book on growing prize-winning roses, your personal 20 year track record in winning rose-growing competitions will add credibility and impact to your sales message -- if you mention it early in your copy.

But unless you are your USP, don't introduce yourself too soon. If you are not an instantly recognizable "big name" in your particular field, don't jump straight in with the "I am ..." type of message.

Tell her further down the page.

And if your background can offer no particular benefit to your reader? You should still introduce yourself with a short one or two line "name and number."

Why?

Well, no-one likes to do business with a faceless company. We feel much more comfortable if we know the "face behind the page."

And introducing yourself to someone you are talking to is... well, just good manners!

> Good point. Brief "credentializing" info, not about you... but about **what** you can do for your customer, and **why!** Otherwise, tuck all the **you** stuff into an "About Us" link.
>
> In a month or two, check your log files. You'll see that few people care enough to read about you in "About Us." So don't force it on them in your all-important sales copy.

OK. Now let's look at another important element in writing effective sales copy…

4.5. Use Lots Of Subheadings

Subheadings are widely regarded as tools used by a copywriter to break long blocks of text into smaller sections. But they are more than that.

They are really mini-headlines. And they should tell your reader what to expect if she reads the following paragraph.

Subheadings are also ideal for scanners to quickly grasp the **overall theme** of your message as they skim over your sales message. So each subheading must be carefully crafted to form the frame-work of your scanner's snapshot.

Take a look at the subheadings in this chapter. Do they tell an **overall story**? Do they tell you what to expect if you read the copy?

Do they **say what they mean**? Or are they clever-but-confusing "plays upon words"?

Well, I'm glad you agree because I know you're not reading this chapter for entertainment. You're reading it for a purpose -- how it will benefit you. And clever, cute subheadings will tell you nothing!

However, there is something else.

Subheadings also act as sign posts throughout your copy. If your visitor loses her bearings somewhere on your page, **a subheading is…**

**... the ideal beacon** to guide her back from no-man's land.

"Clever" sign posts, on the other hand, simply confuse your reader and leave her so frustrated she will leave your site in a flash. **She may get lost, but there is one thing she will find very easily…**

 **... Click! Argggh!** It's the back button **out** of your site!

Key point? Use plenty of mini-headlines and lots of time and effort to write them. Don't skimp and "make do" because you'll regret it!

To test the effectiveness of your subheadings, try this exercise...

List your subheadings **without any other text.** Do they give a **thumbnail sketch** of your story by outlining a brief overview of your sales message? And is your brief overview interesting enough to **compel** your reader to read your sales message? If it doesn't, then carry out the next simple exercise...

Re-write your subheadings until they do!

Listing your subheadings without any other text... what a great idea!

I've always spent lots of time crafting my subheadings throughout the rest of the page. They're so important, for several reasons...

- divide the copy into "digestible" chunks
- benefit-focused, so they pull the reader through
- great for scannability

But I never really thought about the fact that they could, by themselves, **tell the story**!

When you think about it, customers who are mildly interested will, at a minimum, quickly scroll through your site and **read the subheadings only**. If your subheadings tell the story, those who are interested will settle in to read more.

4.6. Write In Chunks

Look at how this page is laid out. Can you imagine how virtually **unreadable** it would be, if it were simply one unbroken piece of copy?

There is absolutely nothing better guaranteed to get your reader scurrying for the back button, than being greeted with a huge unbroken block of black text.

It looks so intimidating. And it looks so boring!

You've seen Web sites and newsletters like that, haven't you? An endless sea of unbroken text, stretching from one side of the screen to the other?

Why do they do that?

Don't they read their own copy when it's finished?

Even long distance swimmers need a rest now and then. So unless you are determined to drive your reader straight to your competitors...

- Break your text up into **smaller** digestible chunks.
- Precede each **chunk** with a subheading.
- Make sure that each chunk covers **one** particular subject.
- Separate those chunks with plenty of white space.

Remember to write each individual chunk so that even when read in isolation, it stands on its own merit and makes sense to your reader. This makes it a whole lot easier to read.

And to **scan**.

4.7. Start Each Paragraph With A...



... Yes, A BANG!

When your visitor scans, she only reads the first few words of each paragraph. That means those first words must get straight to the point by **describing the benefit**.

So **don't use** a sentence like this to start a paragraph that leads into the benefit...

```
And one thing you should always be aware of when
running a Home Business is...
```

She'll scan this slow-to-start, empty sentence and skip the rest of the paragraph.

End result?

She misses your all-important benefit.

Careful, this seems like a small tip. It's **not**.

Even seasoned copywriters make this mistake. Don't waste time with a lengthy sentence to start a paragraph. Get to the point! If only one sentence gets read by your visitor, it's the first one. And one more tip in the same vein...

Help her tendency to stop on the first sentence by **boldening** a word or two in it. Once you've stopped her, and she reads a benefit that hits home, she'll slow down and read.

4.8. Vary The Length Of Paragraphs

A succession of neatly arranged paragraphs may look great to you. It may give your copy a neat, orderly appearance. And you may well think that it reflects on your professionalism.

But to your reader, neatness and regimentation spell only one thing... **Boredom!**

Varying paragraph length prevents monotony. The copy is easier on the eye and "more fun" to read. As your reader skips quickly from paragraph to paragraph and from benefit to benefit, it helps **stop those scanners…**



... no, not those Scanners... her scanning eyes. Uneven paragraphs stop the eyes from scanning past your copy.

They especially tend to stop on one-line paragraphs. So use one-liners for important benefits. They can add substantially to the impact of your message.

Really!

A paragraph should never go much past four lines, five tops. Break longer paragraphs into smaller ones, or use bullets if long lists are involved (discussed below).

Best advice? Vary the length of your paragraphs and sections into different sized chunks. Same goes for the **components** of your paragraphs. **Try to...**

4.9. Keep Sentences Short

There is no place on the Web for long sentences that seem to go on and on and give the impression that they will never stop no matter how long it takes to get the lengthy message across to the reader in the forlorn hope that she will buy your product.

Sorry...

There's no place on the Web for long sentences. Sentences that give the impression that they will never stop won't sell! No matter how long they go on. And remember...

It takes **20% longer** to read a computer screen than a printed page. So short sentences are a lot **easier** to read. And a lot less tiring for your reader.

Different sentence lengths also substantially reduce the risk of monotony. And here's something which can add **dramatic impact** to your message...

A short sentence!

And while we are on the subject of "easy-on-the eye" text...

4.10. Write In Simple Language

Not because your reader is simple-minded! You are talking to her on a one-to-one basis so you need to speak in a conversational tone. And in **real life** we tend to use simple words to express ourselves.

Think about some government politicians and city hall officials who make statements to the media. **Boy, they sure are…**



... "educated," aren't they? They make impressive statements like...

"After a long, constructive and deep searching debate, the members of the City Finance Executive Committee have examined this precarious situation and have reached the unanimous consensus that the problem is not insurmountable."

Why can't they just say..."We've found a way to solve the problem." That's what they say to their colleagues, one-on-one.

So that's exactly how **you** should "talk" in your sales copy. You have to "speak" to your reader in **ordinary language** so that ordinary people can identify with you.

Most people read at sixth grade level. If you write copy well above that level, you achieve three things...

1) Many of your potential readers **won't understand** what you have to say.

2) Many will feel **alienated** because they think you're "more educated" than them.

3) And many will believe you're just **showing off**.

1, 2, 3...  **...Click!**  **...Click!**  **...Click!**

That doesn't leave a lot of readers, does it?

> It's **uncomfortable** sitting upright and reading on a monitor. And everyone wants to **get to the bottom line... fast!** So make it as easy as possible.
>
> Even the smartest folks have to work harder to interpret endless, polysyllabic sentences. Don't do that to them.

So write your message in the simple, everyday language that everyone understands.

Remember the time-honored phrase taught to salespeople the world over... **K.I.S.S.**

Keep It Simple Stoopid!

And make sure you...

4.11. Saturate Your Copy With Benefits

The over-riding question on your reader's mind as she scans through your copy is...

“What's in this for me?”

She doesn’t want to hear about which awards you have won. Or how long your company has been exporting gizmos to eastern Mongolia.

So from the headline right through to your order page, tell her how much she will benefit by using your product. Features are secondary. Interesting, maybe, but definitely not on her list of priorities.

The only way to keep her glued to your message is to saturate your copy with benefits.

Benefits, benefits, benefits! And even more benefits.

There are many things you can overdo when writing your sales copy. But you can never offer your reader too many **benefits**! Have I made my point?

A picture may paint a thousand words, but a **dozen** strong benefits will sell more product than a **hundred** features.

As long as you...

4.12. Stick To The Point

Writing sales copy can be an absorbing and satisfying job. Also quite long. Along the way...

Your inner need to tell your reader everything about **you, your** company and **your** product constantly conflicts with the necessity to keep your copy short, sharp and **customer**-focused.

And, unfortunately, it’s far too easy to stray from the over-riding purpose of your message which is...

... **to Sell!**

So stick to the…



... point. Or lose your duck, e-r-r-r... reader!

Every word, sentence and paragraph must help to sell. Remember, your reader is there for two reasons...

1) To learn.

2) To buy.

Before she buys, she must first learn about your product's benefits. And if your copy wanders from the point for as much **as a moment…**

 **... Click.**

So make sure every sentence is **sharply focused on...**

... your **MWR** (**M**ost **W**anted **R**esponse, ex., she **buys** your product).

If it's not, you'll very quickly achieve... your **LWR** (**L**east **W**anted **R**esponse)…

 **... Click!**

Staying focused, though, doesn't mean writing a short sales message. Because...

4.13. Long Copy Outsells Short Copy But Here's How To Offer Both

What's one of the biggest turnoffs for visitors? Having to constantly click through to another page every few seconds just to continue reading your sales message.

Yet some marketers seem totally obsessed with keeping pages short.

Why?

Because they must have read somewhere that they should keep their pages short! The gurus say, "Readers get bored with long copy."

Well to paraphrase Mae West (I think)...

It's not the length -- it's what you do with it! In more polite terms...

It's boring content that bores! Not long content.

Look... Before your reader can make a buying decision she needs three things...

1) Information.

2) Information.

3) More Information.

How else can she make a **balanced decision** on whether your product is the one best suited for **her**? So which action has the greatest chance of breaking the momentum of the flow of information?...

• Scrolling down a "long" page?

OR...

• Being forced to click and wait for a new page to load?

If she's interested in what you have to offer, and it's written in a professional way, **she will scroll as far as necessary** to learn as much as she possibly can about it.

But if you haven't yet hooked her on what you're offering, which way will she be inclined to click when she comes to an unnecessary break in the page?...

Forward?

Or backward?

Anyway, is it really so difficult to scroll down a long page?

Take a close look at the 5% of marketers who are really making money on the Internet. How many of them sadistically force you to click from one page to the next, every few seconds? That's right… None!

So why follow slavishly the "herding instinct" of the 95 percenters?

You have to realize that on the Internet, it's mostly the **blind leading the blind**. And in the land of the blind, the one-eyed man is king!

What does this mean for you? Study the techniques of the **successful 5%** and ask yourself **why** they believe that long copy always outsells short copy!

Start your copy at the beginning. Make it as long as possible to get the sale and then end it. Include it all on one page. Every time you require a click, you lose a percentage of visitors.

It's far easier and more natural to continue reading as you scroll a page. Forcing a link brings progress to a stop -- it creates a decision point. You will always lose a percentage of visitors at that point, no matter how good a writer you are.

We put up different pages on our SiteSell sites which have totally different functions. But the basic sales effort is always kept on a single page. No matter how long it needs to be.

And one last point... while long copy outsells short copy, you don't have to decide which to offer. Offer both and let your customer decide. When we did this, sales increased 25-30%.

http://www.sitesell.com/

http://buildit.sitesell.com/

Makes you think, doesn't it? And here's something else to think about...

4.14. Jargon Is A Sin

Don't be a sinner!

An article on writing a great sales letter recently appeared on the Web. Who do you feel would be interested in learning from it? Well, experienced copywriters, of course. But the main readership would surely be those wanting to **learn how to write** a great sales letter.

Unfortunately, the article was sprinkled with "technical" words like…
"prepositions" and "leaders" and…



..."dangling participles" (ouch!) and...

Well, you're bored already, aren't you?

So was I. **And, I knew what he was talking about (I think!)…**

 **... Click!**

So if he lost my attention, what chance did he have of keeping the attention of his target audience? An audience who probably thought that before they could learn how to write a good sales letter, they first had to study for a degree in English!

Well, one thing is for sure. While you are reading this book, I won't be explaining why you shouldn't have "dangling participles." Whatever they are!

Like I said. Jargon is a sin. **Never use it!**

Or you'll end up with more than your participles dangling. Your business, for example!

And while we're on the subject of jargon, bear in mind that...

4.15. Techies Do Not Prefer Technical Copy

Even techies need a break! The only suitable place for technical language is in a technical journal.

Can you imagine an engineer curling up in front of a log fire, avidly consuming a book on "The Atomic Structure Of Cyber Dross?" Well, maybe, one or two. But the vast majority of your readers just **won't be interested**. In fact, they'll run a mile in the opposite direction!

Did you learn the technicalities of the internal combustion engine…

 ... before you bought your last car? Did you **need** to know these technicalities? Or was it enough to know that the power of its high-tech engine will be a major benefit the next time you're pursued by the highway patrol?

And when you download the latest upgrade to your favorite software program, will you be even remotely interested in the technical specifications and details?

Nah.

All you want to know is how it will specifically help you. Is it faster? Is it easier to use? Does it crash less often?

Will the benefits outweigh the cost?

And if it's important that some of your readers see the actual technical details, then give the majority of your readers a break. List the technical stuff on a separate "technical details" page where it belongs.

In your sales message, only speak a language that non-techies will feel comfortable with.

Let me give you a personal example...

A few months ago, I wrote a direct mail package and full-page computer magazine ads for an international database software development company.

What's that? Well, I didn't know either!

It was so technical that it took me a week to translate their existing sales literature from "techie-speak" into English. Their literature was written by and aimed at very technically minded people. Computer programmers, in particular.

However, I wrote the **new** sales message in layman's language. Because I knew from past experience that even technical people don't always understand everything technical.

And tomorrow's techie is today's newbie.

Sales increased by 400%. **I'll repeat that…**



... four hundred percent!

The bottom line is... even techies prefer simple-speak.

Here's a classic example. It's an e-zine ad, written by a techie who must think that the rest of the world is exactly like him...

```
XYZ Jukebox is integrated digital music-management
software for the home. It combines a CD ripper, MP3
encoder, playlist maker, ID3 tag editor, and media
player in one package. CD audio is digitally extracted
and encoded directly to MP3 format with no intermediary
WAV file, using Xing MPEG encoding technology.
```

Hmm... I wonder if it would play music CDs on my computer?

My point is that this software might make a great deal of difference to my lifestyle. If I knew what it was **exactly**, I might be tempted to buy it!

Remember... even technical people understand plain language!

And they prefer it!

> I agree with Joe's point here, with one proviso. Techies, in general, are a **different personality type**. They resist a "sales pitch" rather vigorously. So while the language should be simple and direct in tone, the sales effort needs to be a bit more subdued and factual to please this type of customer.

I rely on dry humor to help lighten up what could easily become a seriously boring subject. But remember that…

4.16. Humor Is A Serious Business

Selling a humorous product? Make 'em laugh, if you can. But if you're like the rest of us, the best thing to do is...

Don't use humor!

Selling is a deadly serious business. And so is buying. Always remember that your reader is at your site to **do business**. Not to be **entertained**.

The Web is a vast global market place and humor is interpreted differently by all of us.

For instance...

Bob Hope, in his prime, was an extremely successful comedian. But his jokes were written by hard-headed writers who took their business very seriously.

And despite his enormous popularity, you can guarantee there were many, many people with whom he couldn't even raise a smile!

So if you're ever tempted to use humor in your advertising materials, bear this in mind...

People don't buy from clowns…


...**They laugh at them!**

4.17. Be Careful With Negative Words

Don't say **No** in your headlines or subheadings! It can very easily be misread to give the exact **opposite** meaning to that intended.

It's all to do with the…


... mechanics of reading. Whoa there. This could get very technical!

Let's look at some examples of how it could **cost** you sales. We are all interested in that.

Have you ever seen this before?...

"**Paris** in the the **spring** is a beautiful city."

Now go back, and read each individual word again. Most readers miss the repeated **the**. I'm not about to go into the technicalities of why. Who cares? It's enough to know that our brains sometimes don't see the same words as our eyes.

Consider this...

Your reader is probably scanning. Shame on her. Her eyes dart quickly down through your text, looking for something of interest.

If your subheading reads...

To be a good copywriter requires no education

Then a rapid scanner could easily read it as...

To be a good copywriter requires education

And, who wants to go **back to college?…**

 **... Click!**

Need I say more?

And that's not the only reason to avoid negatives...

4.18. Negative Tone = No Sales Zone

Your sales message must create and maintain a **positive tone**. It needs to uplift and motivate your reader into buying from you.

Focus on the positives and eliminate the negatives.

Better to be positive like this...

```
Hundreds of people just like you have lifted themselves from the low-
income bracket to over $1000 a week by using the Biz-Wiz System.
```

Than to write a negative message like this...

```
Are you struggling just to pay your bills on a below average salary. A
low salary which never even seems to keep pace with today's rising
inflation?

And do you panic when the mortgage is due?

Then the Biz-Wiz…
```

OK. You're about to promise a solution for her problem. And you've probably heard of the pain / gain type of headline.

However, if you overdo the pain, she won't be around long enough to read about the gain.

> Marketers often address **"pain"** negatively, throwing it into their customers' faces. Bad news. The pain must be felt "between the lines" of your copy.
>
> Done well, it's a strong selling approach. But do it negatively, and all you'll get is a negative response.

Do her and yourself a favor. Keep your message positive! And be sure to...

4.19. Keep Your Message Hype-Free

Remember what I said about the blind leading the blind? No matter how often you see it on the Internet...

Hype does not sell! Your reader will see through anything that even **smells** of it.

Why do so many marketers use this useless worn-out tactic? **It's almost natural!** They read **so** many sites like this that they assume the approach must work. **Then they simply…**



... squawk the words they've heard from everyone else. The tragedy is that they're imitating the **wrong** parrots... er-r-r people.

They're the blind, being led by the equally blind 95 percenters who are stumbling around in the dark. If you choose to imitate someone, then study the techniques of the successful 5 percenters!

It's a fact of life... no-one likes to be "sold." And your reader is no exception!

So if she begins to suspect anything that resembles an over-statement or a half-truth, she'll immediately raise **her defenses and…**



... Click!

There's a huge difference between **hard sell** and **hype**, and we'll be dealing with both in more detail in later chapters. But for the moment, it's enough to know that hype is a gross overuse of superlatives.

And too many **SUPERLATIVES** in your **BRILLIANT SALES MESSAGE** will produce less of the **AMAZING PROFITS** you can **EASILY GENERATE** if you choose to write **FANTASTIC PROFITS MAKING HYPE-FREE** Sales Copy for your **MIND BLOWING** gizmo!!!!!!

Got the message?

Terrific! Now let's advance to **Copywriting 102…**

5. Copywriting 102 - More Than Just Words

"We are all salesmen every day of our lives."
-- Charles M. Schwab

Copywriting is not about writing. It's about **selling!**

It's about squeezing every last drop of profit from your marketing by using every technical and psychological skill that you can muster.

Your sales message is the salesperson, and your words are the means of delivering that message from your mind right into the head of your customer. To achieve maximum success, you need to study the psychology of selling, and the many different ways that the persuasive power of your words can be delivered.

It's this skillful mix that separates the professionals... from those who just have a Web site!

Let's study key non-word issues of great Web copywriting...

5.1. Use Lots Of White Space

A scene destined to send your visitor scurrying to the **back button** is a **seemingly endless…**



... sea of black text. You know what happens if she sees a big, dense page of text, don't you?

Yup…



...Click!

The plain truth is that she won't even attempt to navigate this daunting obstacle course. She visits your site for information. And she needs to obtain it easily and quickly. Any hurdles in her way will simply divert her somewhere else.

What's white space?

It's a term used for the empty space between and around your text. Like the spaces between the paragraphs on this page.

And intelligent use of this effective copywriting tool creates an uncluttered and easy-to-read site. **Use it liberally** to break your message into chunks... and then into even smaller pieces for easier digestion.

First impressions mean everything. And large unbroken blocks of text tell your visitor that you're both untidy and unprofessional.

How would you feel if you entered a store to be met by hundreds of identical brown cartons stacked up high, one on top of the other? Would you even bother attempting to dig around to find what you want? Or would you immediately turn on your heels and make a fast exit?

Well, it's even worse on a Web site. If your visitor is confronted with a mountain of words, stacked one above the other, she'll only have one thing to say...

"Let me out of here!"

And she has the same attitude towards graphics because...

5.2. Graphics Must Enhance Your Message

Get one thing absolutely clear in your mind. No matter how many times that you see them on your Net travels, whirling gizmos **don't** sell!

Animated letters jumping into mailboxes don't infect us with an overwhelming desire to e-mail you. Except perhaps to complain about your **migraine-inducing…**

**… revolving banners!**

And photographs of your clinically uncluttered executive office are just as **boring** to your visitors as they are to your neighbors!

Now it's true that a picture can paint a thousand words. But only if it supports and strengthens your sales message!

So if you feel the need to illustrate your Web site then please...

Display a picture of…

 **... your product.**

And not…

 ... **your factory.**

A photograph of yourself at the side of your opening sentence can help reassure your visitor, and add to your credibility. But a photo of you and your Lear Jet will only antagonize her.

And graphics taken straight from your Microsoft Word album have been seen on every corner of the Web. **So don't use them.** They simply give a **cheap** look and feel to your layout and distract your reader from the main purpose of your Web site… your sales message!

And as you already know, large graphics substantially…

 **... slow down the loading time of your pages**.

Try this simple idea to test the true value of your graphics. Delete all the text from your page! Careful. Got a copy made? OK, now as you look at a "text-free" page, answer these questions honestly, no matter how attached you've become to those attractive pictures and gizmos...

- Do they **tell** your visitor anything?
- Do they **say** something about your **product or service**?
- Do they **do** anything to help you achieve your **Most Wanted Response**?

If you can't honestly and truthfully say **yes**, then do yourself and your visitor **a** huge favor and kick 'em off!

And do the same with those fancy fonts. Always...

5.3. Use A Reader-Friendly Font

No matter how much you love them...

And no matter how pretty you think they look…



have **no** place on your Web site.

Period! Exclamation mark!

If you're lucky, your reader will not have your particular font installed on her computer. So it will default to a simpler font. More on this in a second.

If you want to spec fonts, choose those that you know are stored on most other computers... like Times, Verdana, Helvetica. That way, you know what your body copy will look like!

Know why I said, "If you're lucky" at the start of this section?

Your reader needs to absorb your information as quickly and as comfortably as she can. But fancy fonts on her computer screen will slow her down to a standstill. They have to be studied by the brain to figure out what's being written.

When we read, we don't examine every letter and build them into a word. We recognize the shape of complete words, even some groups of words as we skim over them.

That's why we don't spot mistakes in our typing like "Paris in the the spring." As our eyes scan the sentence, our memory thinks that it recognizes the whole phrase and ignores the extra word.

Since fancy fonts are not in general use in reading material, our eyes don't easily recognize whole words or phrases. So we have to slow our reading down and build each word, one by one. In other words... **we have to examine every individual brick…**

**... before we can see the wall!**

THAT'S WHY IT TAKES SO MUCH LONGER TO READ **ALL CAPS** LIKE THIS. OUR "GRAY CELLS" HAVE TO SELECT A LOWER GEAR AND SLOWLY READ EACH WORD ONE AT A TIME.

After a very short period concentrating on FANCY FONTS and **ALL CAPS**, your reader will tire and lose interest.

And what about the **scanners** who visit your site? Those heartless creatures who simply skim through your copy? They won't be pleased at all because fancy fonts don't scan easily. In fact, most scanners find them impossible to read.

And it's highly likely **your visitor is a scanner…**

**… Click.**

However, your scanner will love you if you...

5.4. Use Black Font On Light Background

What color is your daily newspaper? White? And what color is the **text?** Black? And when you see a newspaper ad written with white text against a black background, is it easier or more difficult to read?

So why...



By all means, use imaginative color schemes to **enhance and reinforce** the impact of your sales message... in your graphics!

But only **black text on a white or a very pale background** should be used for the text of your sales copy. Anything else is just too uncomfortable, too slow, for your reader. And she's the one in control!

Why should she bother struggling to read your message just because **you** insist on satisfying your ego by placing more importance on your creative talents than her needs?

That may be what you want, but she's the one with the mouse! So give her what she wants. Which also means that you must...

5.5. Use Bullets

No matter how much you break your text into digestible pieces, there are occasions when you have a **large** chunk of important information to get across to your reader. **This is where…**



... bullets come into their own.

Use bullets whenever you find yourself making a **comma-separated list**. It's the best way to do it because it's easier to read, it scans far more quickly, and the reader actually absorbs more information.

Whoops! Should have used bullets with that last sentence. Let's try again. It is the best way to do it because...

- it's easier to read
- it scans far more quickly
- the reader actually absorbs more information.

Don't make your list too long, whatever you do -- 5 bullets maximum on your Web site. Otherwise, your reader will become restless and skim over them.

If you must display a long bulleted list, then break it with a relevant line or two of text (like this one) and continue with another list. For example, bullets are superior because...

- it looks better at first glance, encouraging your visitor to dive in
- they're more effective than knives
- I've run out of reasons.

Since bullets are ideal for scanning, **make sure every word counts.**

Here's another little-known tip the pros use effectively…

5.6. Use A "P.S."

P.S. is an abbreviation for "Post Script," which is Latin, which means... Ahem, enough already. Who cares what it means? It's what it can do for you that matters.

In an offline sales letter, a P.S. after the signature is the most read part of the message, next to the headline. Why? Because we often scan through a message to see something that may interest us.

We first of all scan the headline and if we are in a hurry or we are only partially interested, our natural curiosity draws our attention to the end. Because we want to know who it's from!

And when we find a persuasive benefit skillfully written in the form of a P.S., we somehow find ourselves forced to read the whole letter!

Successful copywriters use it effectively to increase response. So try using a P.S. strategy…

- after your "Best regards" on your **autoresponder**.
- at the bottom of your **newsletter**.
- as an introduction to your **e-mail signature file**.

Put your P.S. into practice. It's the most under-used Call To Action on the Internet. Until now, that is!

Make your P.S. effective by restating a benefit, or ideally introducing a new benefit that you haven't already covered.

P.S. Here's a technique that will make your sales response soar...

5.7. Make Your Testimonials Sell!

Testimonials are one of your most productive sales tools.

How come? Well, think about it. What's the biggest single factor your reader will look for if she decides your product is just what she wants?

Your credibility!

- Can she **trust** you?
- Are you **who** you say you are?
- Does your product do exactly what you **say** it will do?
- Will you **deliver** after she pays her money?
- Will you really give her the after-sales service that you **promise**?
- Are you just another **scam artist**?

Hey! How dare she think those things about you!

Overcome these fears and doubts convincingly by telling her what your **present** customers have experienced. **One** really credible testimonial can sell more product for you than a **whole page** of well-crafted and professionally written sales copy.

So regard each testimonial you receive as a…



...100 carat diamond. Don't hide them away on a **separate testimonials page**. Your reader won't look for them! Instead, look for imaginative ways to build them into your sales message where they won't be missed.

More effective than simply tucking it away on a testimonials page that your reader has to make a **specific effort** to click through to, wouldn't you say?

> Testimonials are incredibly persuasive. If you can get your customer to read a testimonial, you have jumped quite a bit ahead in your sales effort.

And they're like potato chips -- once you eat one, you want another... and another.

The keys to an effective testimonial…

1) It makes a **specific** statement that is a **benefit** to your visitor, something your target market understands ("Hey, that's exactly what I want!"). The very best ones are **real-life success stories** from typical customers -- when others read these, they should think, "Wow! If I can get the same result, it's more than worth the price!"

2) It has an **air of believability**, because the testimonial is **real** (**NEVER** make up testimonials). Clean up horrible typos or misspellings, but **don't turn a testimonial into a polished piece**. They are much more believable when they are "real."

3) They are all verifiable, with URL and e-mail address included. **The key is credibility.** Make it impossible for your potential customer to say, "They probably made it up."

4) Provide the URL, but don't do it as a link. You don't want your visitors to leave your site.

5) And testimonials don't just mean reviews by happy readers. If you have a great review from an authority in your field, put it on the site. The huge credibility will drive sales. Same as if the New York Times has written an article about you!

Weave testimonials into your sales message. Not only will your reader actually read them -- they will strengthen your message, increase your credibility and dramatically improve your sales.

Don't be a miser by hoarding your gold dust away in the dark. Share!

And here's another profitable gem...

5.8. Text Links Sell Better Than Banners

Want your reader to click through to another page, or another site? Banners are the **least successful** way to achieve that.

Substantially increase your clicks by telling your reader about the **benefits** she will receive by clicking through. And offer her a text link to it.

Don't get me wrong. Banner links have their uses where space is at a premium.

But they have a low click-through rate because they telegraph a **buy me** signal. They shout, “Click me and I’ll **sell** you something.” And we all have a natural resistance to being sold to.

On the other hand, a strategically placed text link says, “Click me if you’re interested in learning more about this subject.” It uses **words** to persuade. **And persuasion is what selling is all about.**

In fact, these aren’t the only links that many of your competitors under-use...

5.9. Make Your Navigation Links Sell!

Your reader won’t click your navigation links just out of curiosity. You have to give her a good reason. She certainly doesn’t want to wander off into the unknown!

Yet, most marketers don’t utilize their navigation text to maximum effect.

How many times have you re-visited a Web site and discovered pages which you never knew existed on your first time around? It wasn’t until you started drilling down that you suddenly came across the very information you had been looking for the first time.

On the other hand, how many times have **you clicked a link only to arrive…**



... at a page you’d already visited from a differently worded link?

If you have a book to sell, use your text link imaginatively to sell your reader the benefits of clicking through. Don’t offer her a link that says, “My Book.” Why should she investigate that? What’s in it for her?

But a link with an intriguing title such as Florida Uncovered -- Free Download will generate significantly better results.

Speaking of “free,” it’s important to...

5.10. Sell Your Freebies

It's human nature to assume that something given for free has little value.

How many free e-books have you downloaded and completely forgotten about? How many of these freebies have you stumbled across in the dark recesses of your computer? Dozens? Join the club!

Now if you have a freebie to give away, presumably, it's for a good reason. Otherwise what's the point? After all, if it's not worth having, you're only harming yourself.

A 3 page report consisting of commonly accessed, regurgitated information is an insult to your visitor. And a guaranteed way to lose a potential buyer.

Your freebie must be of **benefit to your reader**. Don't fall into the trap that the 95 percenters fall into. They offer it in a casual manner and practically say... "It's free so take it or leave it."

But what they're really saying is that it's not really worth the bother of downloading it!

The effective approach? **Sell your freebie!** No, not for money...

Sell the benefit of owning your freebie. Sell the value of its contents and how it will improve your reader's lifestyle. Sell the value of owning it with the same passion you show when selling your pay-for products and services.

If you offer it in a casual way, it will be accepted with the same attitude. And the same 95 percenters don't realize that you should also...

5.11. Sell Your E-zine Subs

For the same reasons, **sell the benefits of subscribing to your newsletter**.

A little box in the top left hand corner whimpering subscribe means nothing. Why should she subscribe to your e-zine? Just to please you?

After all, there are only 90,000 other e-zine publishers pleading with her. And she already has too many dropping into her mailbox every day. Why invite even more e-mail into her life without a good reason?

That's the key!

Don’t offer a take it or leave it subscription box...

Sell her the benefits of subscribing.

Sell her the idea that by receiving your valuable information, her business will grow and her lifestyle will improve.

If need be, take her to a separate page and sell the benefits in detail. Build up her expectations so that she will recognize your name and e-zine title in her e-mail subject line.

If you just throw it at her with a take-it-or-leave-it attitude, your subscription rate will suffer.

The Backup Response

Joe brings us to a bigger issue, the concept of the Backup response. I’ve **summarized a bit from MYSS!,** and updated my thinking on this...

For every customer who delivers your MWR, there are 10 who will come close... then reject your offer. But those 10 will hit your Backup Response. And ultimately, you have a good chance to convert a good number of these people into sales.

Develop at least one Backup Response.

Let’s say that your MWR is a direct sale of a $1,000 piece of software. **For every one person who triggers your MWR and buys directly from the site, there are 10 who waffle, then pass.**

Here’s what scares them...

1) What if it’s a scam?

2) What if it doesn’t work?

3) What if they do something with my credit card information?

4) What if it’s OK, but I don’t like it?

5) And so on, and so on, and so on…

Sure, you’ve designed your site to head off these doubts. But... the more unknown your company and the more expensive your product, the more likely the customer will still have doubts.

No matter why someone turns down your product, it’s ultimately based on a lack of trust. Can’t blame people for that. These people want your

product, but they can't quite jump over the trust hurdle. Don't lose them. Find a way to stay in front of them, to gain their trust.

Even if you're a large, known multi-national, customers can't reach out and touch your product. The Web creates a gap that isn't there in a conventional retail store.

The less well known you are, and the more expensive your product, the more important is your backup.

To get **your** hesitant prospects to finally jump and deliver **your** MWR, you must... **Set a Backup Response.** If your customer does not deliver your MWR, what's your Backup Response? What do you want your customer to do if you don't get the MWR?

A good Backup Response must...

1) Deliver a benefit to your visitor at a "no-brainer" price (free is best).

2) Provide you with the opportunity to remind your customer about you and your product again.

3) Increase your chances of ultimately getting your MWR.

4) Cost you nothing to make and distribute.

5) Be automatable.

A quality Backup Response Product must contain excellent content. Here's why...

- **It impresses people** with your expertise and ability to deliver. You build credibility.
- **It builds the habit of dealing with you.** If it's a free newsletter, they don't cancel their subscription. If it's a 60 day free trial software, they use it and become dependent on it -- when the trial times out, they buy.
- **It makes your potential customer like and trust you** -- they feel good about you, confident.
- **It develops feelings of obligation.** Since they keep getting free, quality stuff from you, when it comes time to buy, it will be from you, not a competitor.

Sooner or later, a healthy percentage of those who trigger your Backup Response will deliver your MWR. Why? It's because you're building a quality, long-term, repeated exposure, one-to-one relationship with your customer.

When you finally reach your visitor's comfort level, she buys.

What kind of products fit the above "musts"?…

Digital products! Products like infoproducts (free reports, e-zines), software trials, teleseminars, dvds, totally free mini-apps that would be of value and interest to your customer. You get the idea.

One special note about "free stuff"... You've got to **sell** your free e-zine! If you think that signing people up for your free e-zine is a no-brainer, read the following carefully…

Your measly, quick **"gimme-your-address-it's-free"** form won't work. There's just too much free stuff on the Net, and people simply don't need another free e-zine subscription. You're not giving away $100 bills, so you have to sell it!

Review the sales effort for your free e-zine. If you expect people to just give you their e-mail address, you will be disappointed in the results, especially if your target market is bombarded with free e-zine offers. Sell your backup response. Think of an e-mail address as a form of currency. Now... get paid in that currency!

5.12. Write Intriguing Joints

No no, I said…



...write 'em!

Encouraging your reader to click through to another page is one of a Web writer's most difficult tasks. You can't force her to. And if your sales message hasn't done its job, she won't want to anyway!

Even though she may be inclined to click through, she may well decide to bookmark your site and return later. But so what? Have you looked at your bookmarks recently? Do you recognize them all?

Offline direct marketers have a similar, but less difficult task. They have to encourage their sales-letter-reader to turn the page and continue reading.

And the best-known method for this is to finish the page half way through an interesting sentence. The reader's curiosity is heightened so that she turns the page to finish the "plot." And as a result, continues to read the rest of the message.

You can achieve a similar action on your Web page. **This call to action is known as a joint.**

Now when your visitor reaches the end of a paragraph in your sales copy, an **intriguing subheading** encourages her to read the next paragraph, and so on down the page.

But what do you do when she finally reaches the bottom of your page? You can't use a subheading to encourage her to click through to your products page, can you?

Sure you can!

In fact, you must -- otherwise you may lose her. But this time you use a joint. And your joint has to intrigue or tease your reader into clicking through to your next page.

Products page is not a joint... **It's a back button trigger!**

How exactly can you double sales?... is a joint.

Visit our testimonials page... is a turn-off.

Here's how to be sure Gizmo will work for you... is a joint.

There are many ways to write and use a successful joint on your site. If you don't, you risk losing your visitor.

Use your imagination to do everything possible to encourage her to click through by **raising her curiosity…**



... and self-interest to a level where she just **can't resist clicking on that link**.

It's either that, or she clicks the back button!

If you need some inspiration, visit the sites of the 5 percenters and see how they do it! And while you're there, discover how to…

5.13. Make Your Guarantee Sell!

You do give a **guarantee**, don't you? If you don't, your sales will suffer big time. In fact, they'll never get started.

When writing your copy, the main hurdle is to **gain the trust** of your reader. Offering a credible guarantee is essential to building that trust. But for heaven's sake, don't just **state** that your product is...

Guaranteed for 30 days

Use the benefits of your guarantee to maximum advantage.

- Describe it in your **sales message**.
- State it in detail, and in bold type, on your **order page**.
- Place it in a **box** or stand it alone in the center of the page.
- Make absolutely certain your reader **cannot possibly miss it**.
- If it's for 12 months and your competitors offer 30 days, **tell her**.
- If it's for a lifetime, make a **huge** point of it!

But if it's tucked away, as an afterthought, you may as well forget it. Because your reader **certainly** will!

Yet no matter how excited your reader is about your product and your guarantee…

5.14. You Must Ask For The Order

Do you know why so many people **fail** as salespeople? Believe it or not, it's because they don't like to ask for the order!

Why? Because no-one enjoys being **rejected**, either in sales or in their personal lives.

These salespeople may make the best sales presentation ever and have their prospect all set up for the close. **But they ramble on and on…**



... and keep on selling, instead of asking the prospect to buy. They're hoping against hope that the prospect will **ask** if she **can** buy!

Believe me, it's true. As any salesperson will tell you... asking for the order and getting it are the hardest and most important parts of the selling process.

There are many ways to do it. And there are even techie terms for them such as the assumed close. But I'll tell you my best and most successful close as a salesman. When I sense the time is right, I simply look the prospect in the eye and ask...

"Are you going to buy it?"

or...

"Have we got a deal?"

or...

"When would you like to take delivery?"

Then I shut up!

If she says "Yes," the sale is made. Here's what I do next...

- I make the ordering process as quick, seamless, and painless as possible.
- I answer any possible objections such as delivery times, method of payment, etc., before she asks!
- I'm also acutely aware that at this moment she feels a mixture of excitement and relief. She is feeling vulnerable because the adrenaline is beginning to ebb away slightly. So I reassure her, because the tiniest obstacle can undo all the previous hard work.

And why am I telling you all this?

Always remember that your **sales copy is your salesperson**. And the **fear of rejection** is deeply embedded into our subconscious.

Consider this...

Why does an employee agonize for weeks **trying to pick up the courage…**



... **to ask his boss for a raise?** After all, the boss can only say yes, or no. He can't kill him (not most bosses, anyway!).

And why would a love-sick teenager be terrified to death about asking the object of his desire for a date?

It's caused by the **fear of rejection**. We all like to be liked!

Whether you are aware of it or not, this psychological fear reveals itself in many forms. Otherwise, why don't we complain more about poor service? Or the time we waste on some poorly-designed Web sites with frustrating navigation?

That's why so many people just simply don't like to sell.

Even on a Web site, they don't want to appear pushy. Selling is somehow demeaning to them. Let's face it, salespeople are... well... just a little "in your face," aren't they?

But to be successful on the Net, you must sell your product. Nothing more, nothing less.

The best way to do that is simple...

Ask your reader to buy!

Don't expect your reader to break her neck to buy from you. She won't. You have to sell to her. If you ask her to **consider** making a purchase...

She **won't**.

If you don't **tell and show** her **how to order...**

She **won't**.

And if you don't give her a very **good reason** to order from you now...

She **won't**.

Why? Because we all suffer from inertia. It's human nature to **procrastinate**. And when it comes to spending hard-earned cash, your reader is probably looking for a reason **not to buy!** No matter how impressed she is by your product.

If you allow her time to **think about it**, there's a chance she will never return. Or she'll misplace your URL and never find you again. So you must do everything in your power to persuade her to buy **now**.

This is your critical **call to action**, the **climax** of your whole presentation. The ordering process has to be as **easy** and as **foolproof** as possible.

First, ask for the order!

Don't make a vague suggestion or pussy-foot around. Simply say to her, "Order the Gizmo now."

Then tell her **how** to order because she may not have done this before. **Show** her how to order. And don't be afraid of "talking down" to her.

Give her different **options** to order -- toll free phone, fax, check, etc. And if you're "selling" a free trial, regard it as a "credit sale" and use **exactly** the same selling techniques.

Otherwise the **fear of rejection will become a reality…**

 **... Click!**

To persuade her to **actually** place her order, you have to...

5.15. Reassure, Reassure, Reassure

When was the last time **you** made a purchase on the Internet? Not just a major purchase... **any** purchase. How did you feel just before you pressed the **BUY NOW!** button? **A little…**

**... nervous? Hesitant? Even afraid?** Perhaps you went as far as to ask someone for **advice**.

It's OK. You're not alone. You felt like that because you were entering **unknown territory**. After all, you were placing your complete trust in a faceless individual. Someone who had asked you to give your hard-earned cash to a stranger!

Well, just think back to that moment and imagine your reader on your order page. Now you know how she feels as she approaches the dreaded buy button. She needs **reassurance** that her decision to buy is the correct one...

- So **pile on** the reassurance. Before and **after** the sale.
- Restate the **benefits**.
- Show her your USP**.**
- Paint her a mental picture of her **improved lifestyle** after the purchase.
- Spell out your **guarantee.**
- Put a Cyber arm round her shoulder and convince her of your **honesty and credibility**. Remind her of your **testimonials**. And how your product had helped so many other people in her situation.

The Guarantee

Testimonials and guarantees are the two most important "special techniques" for getting the sale. I've summarized a bit from MYSS!, and updated my thinking on this for you. Let's discuss the **"perfect guarantee"…**

Remember your potential customer's mind set? No matter how great you **know** your product is, she's skeptical.

Everyone has bought a bad product at one time or another. So anyone over the age of 8 **has learned to be careful**. No one wants to make a mistake. Especially not an expensive mistake -- the more expensive your product, the more important is your guarantee.

So let your customer know that you are willing to take the risk for her -- that's how much you believe in the product.

Let me repeat -- Take the risk off your visitor's back and put it all onto your own shoulders. How? Guarantee your product!

First, let's talk attitude.

Don't pitch your guarantee as a "Full Refund If Not Satisfied" or "Money Back if You're Not Happy" kind of thing. That's negative.

Instead, offer "A Free 30-day Trial" or "A Risk-Free Trial Download." It's the same thing, expressed in positive terms.

"Examine it, try it, use it for a full 30 days without risk." Now you're inviting them to try your product. You're not warning them about it.

Did I say "30 days"? No!…

Make the guarantee as long as practical. Longer trial periods allow customers to "get used to" your product. You also get inertia working for you, instead of against you. People forget.

I don't know about you, but when I see a 30 day guarantee on a product, I wonder about the product. And when I get it, I am very aware that I only have 30 days to be sure. So I actually test it and make a decision immediately.

However, with a one-year guarantee, I don't exactly enter the deadline in my day planner -- "End of guarantee period -- decide by now, Ken." No, I just kind of forget all about it.

I took a subscription to a newsletter that offered a full guarantee for a full year after subscribing. Each month that I received the newsletter, it reminded me that it wasn't very good. However, I put off asking for my money back -- "I'll do it later." After all, don't you put off unpleasant stuff? Then guess what? I forget all about it!

Now, I'm not saying to offer a one year guarantee to reduce refund requests if you have a bad product. No, just that it's good business to offer a one year guarantee. You will get more sales and fewer returns. It's the best way to offer your guarantee for your great product.

Your guarantee must be specific, not vague. It must prove your commitment and confidence.

It must be iron-clad. No weaseling. No ifs, ands, buts, or any legalese... "Just ask and we'll refund your money. Period. No questions asked."

Make your reader think, "Gosh, I'd have to be brain-dead not to try this. What do I have to lose?"

> Whoops! I was just about to wrap this section up when I heard you worry...
>
> "Geez, I could go broke with people taking advantage of my guarantee."
>
> Yes, you could... if you have a lousy product.
>
> The fact is that, despite all media indications to the contrary, **people are honest**. Give them a good product and they **won't** want to punish you. The few low-lives who take advantage aren't worth worrying about -- just honor your commitment.

Don't make the mistake of stopping when she orders.

Immediately after she buys, e-mail her with the reassurance that her decision was the right one. Because if you don't, she may get cold feet and ask for a refund. It's called "Buyer's Remorse," yet another trait of human nature. Aren't we humans complex creatures?

So a few days after the sale, e-mail her with a genuine inquiry. Ask if she's happy with it. And if not, why not? **Encourage feedback.**

Impressed with your interest, she will be ready to add something very valuable to your sales toolbox...

Her testimonial! And boy can you find a use for that!

Always follow-up in a professional and caring manner. Show a genuine interest in her and make her feel very special. Because she is! She's no longer a visitor... **she's a customer!**

Zero or weak follow-up will cost you dearly in missed sales. But an intelligent, caring and professional follow-up will make extra sales.

So remember...

The selling doesn't stop when you get the order!

Phew! We've covered almost all of the **essential fundamentals...** only one labor of love to complete...

5.16. Cut And Slash

At last. At last. **At last! You are…**



... done! Your sales message stands proudly on the page. Bright-eyed, bushy-tailed and raring-to-go. In a few minutes, you can upload your new Web site, relax, and watch those orders come pouring in.

Get outta that hammock!

There's still some work to do. And it's crucial that you don't duck out of it. No matter how good you think it is, I can guarantee one thing...

It can be a lot better!

So...

After you've finished writing your sales copy, **you have to go back over it…**



... and butcher everything that doesn't contribute to your MWR.

Cut out the verbiage. **Slash** redundant words, sentences and even whole paragraphs. "Cut and slash" adds **power and persuasion** to your message.

It's so difficult to do this. It can be extremely painful to delete that really clever phrase you came up with. Or change that really catchy subheading that you were so proud of. No choice...

Do it! Be ruthless. It's your livelihood that's at stake here. Not your ego!

Re-write, re-write, and re-write again, until it's razor sharp and **completely focused on achieving your MWR**.

Then read it out loud to yourself. Better still, have someone else read it to you.

I**f it doesn't sound right...**

If she hesitates or stumbles over a word...

If it doesn't ring true...

Re-write it again!

Successful writing is all about re-writing. So put it away for as long as you can bear -- the longer the better... 2 days, or 2 weeks, it has to be done.

Then come back to it. Read it with a large red pen in your hand. At this point, you'll see that a very strange thing has happened...

It's different from what you remember! Somehow it's re-written itself!

Or at least that's how it appears. Because now it contains lots of redundant words. And some of those tight sentences have slackened off a bit. Your headline doesn't look quite as persuasive as it did before. And some of those crisp, short paragraphs seem to have grown in size!

Don't worry. This supernatural event happens to every writer. Fortunately, there's a known cure for it. Not an easy one, for sure, but a cure all the same...

Just re-write it again!

Then let it loose on the www… **and marvel at how it Sells!**

Congratulations! You are now an official graduate of Copywriting 101 and 102. Ready for your Masters Degree?...

6. Write To Fit The Big Picture

"All the world is a store... Every one of us is trying to transfer
an idea from his own head into some other brain."
-- Arthur Brisbane

Ever check your log files?

People visit you from all over the world... Malta, the Ukraine. Here comes someone from the U.S.A., followed by Uganda.

And they are not just nationally diverse. Your visitors are men and women, of all kinds of personalities, mindsets and backgrounds.

How do you write for them all? You **can't**.

But you can do two things...

1) Write for your "ideal" customer.

2) Avoid offending everyone else.

The big 3 considerations are...

1) Personality

2) Sex

3) National traits.

Let's start with personality...

6.1. Adjust To Your Reader's Personality Type

"There's nothing as strange as folk."
- Old English Saying

Copywriting 101 and 102 have established this firmly in your brain... You must figure out what your customer wants from you -- **never assume**.

Now just as important...

Don't ever guess **how** she will react to your sales message.

Does this sound familiar? “Write your Web copy as if you’re talking to a friend.” It makes sense. The Internet is a less formal environment than most. However...

Your friend probably shares a similar personality to you, with similar interests, opinions and even hobbies. Hey, that’s why you’re friends! As a result, you already know instinctively how to talk to your friend.

But unless you’re extremely careful, the person you’re speaking to on your Web site may not find your writing style and tone of voice appealing. In fact, she may even find it a big turn-off!

Why?

Because we’re all different. We have different needs and wants. We think differently. Most important of all, we all have different personalities! The complexities of human nature dictate that of all the people who read your sales message, no two personalities will be identical.

Who has not experienced the disastrous consequences of a personality clash? No matter what is said, those two personalities will never see eye-to-eye. **No matter how much they “discuss” the point…**



... the chemistry is all wrong!

So it’s reasonable to assume that your unique personality will not be compatible with all of your potential customers. And if you suffer a personality clash with these people, your chances of making a sale are...

Zero!

But how can they possibly know your personality, if they never meet you? Ah, but they do meet you.

Whatever you write on your Web site, your e-mails, your articles or your e-zine, your personality is imprinted into every word, sentence and phrase.

- Your sales message becomes your **voice**...
- Your words and phrases can mirror your **lifestyle and background**...
- Your page layout and design shows your **degree of professionalism**...
- Your writing style reflects your **attitude** toward your reader and your business...

- And **between the lines**, your reader picks up your **personality**.

How many times have you visited a Web site and become annoyed with some of the language used? Words like “my friend” can be a complete turn-off to some people, yet be perfectly acceptable to others. And even small typos and grammatical errors can infuriate certain visitors, and be easily forgiven by others.

A casual, laid-back writing style may well endear you to many readers, yet appear unprofessional and over-friendly to the rest.

In other words, there’s a clash of personalities!

To be successful, you must adapt the personality of your writing to that of your reader. You have to choose a writing style that avoids too many clashes with your readers. In short...

You have to talk their language!

How on earth can you write to suit the infinite number of different personalities? You can’t. But you **can** write to suit your “ideal” customer’s personality type! And you’ll be relieved to learn, there are **only 4** of them.

To write copy that **Sells**, adapt your writing style to appeal to the **dominant personality type** of your target market! And ignore the rest.

One point to remember... **you can’t please everyone**. But you **can** plan on talking the **same** language as the **majority** of potential customers in your targeted group.

Don’t worry, we’re not about to delve into the mysteries of psychology or academic Freudian analysis! It’s a whole lot easier than it sounds. So let’s look at some everyday examples of the 4 different personality types.

I’m sure you’ll recognize them…

> Read the following four personality types, **at least three times.** Absorb this material. Inhale it. Understand it. Learning to write to the dominant personality type of your target market is one of the really big keys to **writing words that sell**.

6.1.1. The Boss

Suppose that you have been successfully using a sophisticated method of investing in options. You write an e-book revealing your little known, sure-fire formula and build a Web site to sell it.

You can't sell to everyone, and you know that your strategies are beyond the average investor's abilities. So you carefully research your potential market and decide to **target** the following...

- Professional people with high disposable incomes.
- Bank managers.
- Financial analysts.
- CEOs and senior managers.
- Self-employed stock investors.

Change over. Now, let's assume you're an easy-going, laid-back type of person. You enjoy the company of other people and you mix well. You like to socialize, and a noisy party is your idea of a fun way to spend an evening.

What do you think would happen if you used your own voice, reflecting your personality, to open your Web site sales message like this…

```
Hi Friend,

I'm Harry Jackson and I'm about to let you into a well-
kept secret.

So grab a cup of coffee and sit back because the secrets
I'm about to reveal to you will make you so much profit it
will blow your mind. You're about to discover how to make a
huge killing in options by applying my secret option
picking formula.

Yours in profits,
Harry
```

Uh-oh. Here comes **that mouse again…**

 **... Click!**

Talk about a **clash of personalities**!

Now I'm not, by any stretch of the imagination, saying your target customer doesn't enjoy meeting people, socializing or going to parties. But when you're pitching your product on her screen, in her office and in her business environment, she expects -- no, demands -- you play by **her rules**.

And a laid back attitude like that does not fit in with her rules of conducting business. She expects things to be done her way! So whatever you do...

Don't invade her personal space. Don't get too chummy. Be sharp -- make a professional impression.

Here's a snapshot of the **Boss** personality type...

- Strong willed. Thinks she has the answer to everything. Expects results.
- Thrives on challenge. Not afraid of risk. Competitive.
- Decisive. Likes to make things happen. Delegates everything but major decisions.
- Hates being hustled. Doesn't need the details. Just give her the pros and cons and the bottom line.
- Impatient with less able people. Hates sloppiness. Respects efficiency.

Recognize her?

The **Boss** personality isn't restricted to people who've "arrived" at the top. It's the type of personality that helps less senior people to get there! Ambitious decision-makers who know what they want and how to get it.

So if you're pitching your sales message to this type of person...

- Avoid even a hint of hype and give her plenty of substantiated facts.
- Speak to her at her level.
- Include the pros and cons. She'll respect you for it. And...
- Present your offer in a totally professional and business-like manner.

Like this...

```
Dear Options Investor,

You and I both know there is no proven way to guarantee
profits from speculating in options.
```

But if you'll give me just a few minutes of your time, I'll
show you exactly how I've beat this fascinating game.
And I'll show **you** how, too.

There are only 500 (audited) copies of this strategy,
because I still take eggs from this golden goose. So
if you are at all interested in options, please read on now...

My name is Harold Jackson, and for the past two years I
have...

A sales message like that speaks her language!

And when you write the rest of your message, make sure it's concise and fast-moving. That's what she thrives on. Keep up the pace right through to the climax of your message. If you begin to dawdle or wander from the subject, she'll quickly become impatient and leave!

Just read those bulleted points again, and see if the sales message identifies with each of her personality traits. More importantly, see if it clashes in any way with her personality. If it does then...

Change it!

Now you may still be thinking that in your particular case, it's difficult to determine the personality type of your "ideal" customer. Just remember... **you can't sell to everyone.**

Ignore this important element in your marketing and your sales results will never be as successful as they could be. So examine your chosen target market exhaustively, and determine the personality type of the greatest number of possible customers in that market.

For instance, if you're selling Internet marketing seminar seats at $3,000 per participant, your target market will consist of many types. Most people, wishing to build or improve their Internet business, will be interested in such a seminar.

Your **"ideal" customer** will not just be those who can afford $3,000. The biggest number of targeted customers will be those who are prepared to spend such a large amount of money!

Now you can get into the mindset of those people and make a reasonable assessment of their type of personality. **And speak to them in their language!**

How about after the sale, you wonder?

If your customer is a different **personality type** to you, you may lose the sale soon after... unless you use your knowledge of her mindset to assess her

reaction to her purchase. This is a dangerous time. She could cancel at any time for a number of seemingly **insignificant** reasons.

Wait a minute. The reasons are only insignificant to those marketers who fail to foresee these problems and don't take the customer's personality type into account...

After The Sale...

Bearing in mind that the **Boss** is used to being treated as such, ensure she has a **contact e-mail address or phone number** to use for queries and problems.

Make sure they are answered immediately because she expects it! If you don't, she'll take it personally and demand a refund. Then she'll run straight to your competitor!

6.1.2. The Empathizer

The **Empathizer** is **easy going, outwardly friendly, and considerate to others. Being good listeners…**

**... they make good counselors and teachers**, and are at home in customer service positions.

They don't like to rock the boat, in case it upsets those around them. And they prefer being **part of a team** rather than standing out from the crowd. That's why they're regarded by most as **slow, steady and methodical**, preferring to assimilate lots of facts before making a decision.

Here's a few traits that will help you identify **Empathizers** and understand their personality type.

- Prefer stability. Slow to change. Avoid risk-taking.
- Turned off by "hard sell." Enjoy the friendly sales approach. Respond best to "soft sell," low key sales message.
- Like everything explained in methodical step-by-step detail. Top quality after-sales support is essential.
- Need to think things over, rather than jumping in. Need lots of reassurance to help them decide.

- Are loyal customers, preferring to deal with someone who has earned their trust.

If you're selling to **Empathizers**, you'll achieve best results by employing a friendly **me-to-you** sales message. **Soft sell is essential** as well as offering lots of **reassurance, proven facts, and a strong guarantee**. **Testimonials** will be welcomed, along with **proof of excellent after-sales-service**.

You may, however, need to encourage her frequent return in order to assess the pros and cons. If you have her e-mail address, several **low-key, friendly autoresponders** will help make her mind up.

But once she has purchased from you, she will be a good prospect for **long-term** back-end sales, testimonials, and referrals.

So a headline like...

"Ace Bumper Stickers Have Increased My Sales
By 176%," States Delighted Store Owner

will be more likely to attract her attention than...

These Bumper Stickers Will Explode Your Profits

After The Sale...

Empathizers love consistency, and don't like change!

Follow-up with a message, asking if everything is up and running smoothly. They will regard this as a friendly gesture.

A follow-up also gives you the opportunity to help her handle any **changes** that her purchase may have caused. This is especially important if you have persuaded an **Empathizer** to upgrade or substitute an existing product with yours.

Remember that by being resistant to change, she may have a negative attitude to your product as soon as she encounters even a minor problem.

So keep in touch!

6.1.3. The Mixer

Mixers usually achieve success as **salespeople or entertainers**. If your "ideal" customer is a socializer, the Internet is the perfect place to present your sales message.

The **Mixer** **likes to be liked**, enjoys being part of the crowd, and revels in talking about **his favorite subject…**



... himself!

His main characteristics are...

- Expressive. Outgoing. Enthusiastic. Optimistic.
- Interested in new ideas. Thinks "work should be fun."
- Prefers a fast pace. Easily bored. Short attention span. Impulsive.
- Enjoys recognition from his friends, his work colleagues and his boss. Enjoys the status and prestige of owning the newest, latest, most modern, etc...
- Makes decisions based on emotion rather than logic.

In your pitch to a **Mixer**, your sales copy should be confident and enthusiastic. He will respond better to a faster-paced message which appeals to his positive emotions.

Too much detail will bore him but a little, carefully chosen humor will endear you to him. Write in a warm and informal style. Convince him that you are primarily interested in him, rather than you.

Focus on the prestige of owning your product and how it will improve his image and status. He will be impressed by a polished presentation, especially if he is in the sales profession, and he will be swayed by testimonials from well-known people or companies.

As a result, he will respond better to polished sales copy like...

```
Imagine the luxury holidays you could enjoy when you join the
select band of high earners in our MLM company. Maybe you'll
choose to buy that foreign executive car you've always
promised yourself. Or how about an expensive Beach House
overlooking a...
```

Rather than this...

```
This high earnings system, gradually perfected over 5 years
of continuous improvement, will enable you to increase your
present income by at least 200%. The extra income you enjoy will
help you buy all the luxuries you and your family deserve.
```

Compare the **Mixer**'s list of characteristics above with the two pieces of sales copy. Judge for yourself which one you believe would appeal most to his personality type.

After The Sale….

Got the sale? Great! Now head off problems...

The **Mixer's** natural tendency toward impulse buying means he's the most likely to suffer from **Buyer's Remorse**. And if left untreated, Buyer's Remorse will quickly degenerate into the fatal condition known as "Gimme-my-money-back."

Unless you really enjoy giving refunds, take extra steps to reassure this customer and convince him that he has made the right decision. There are many ways to do this including…

Immediately after the sale is made, send an autoresponder e-mail congratulating him on his decision and reinforcing the benefits he will enjoy from his purchase.

A few days later send another, asking for feedback on your product.

A little while after that, send a third e-mail. First, ask him if he is completely satisfied and second, for a testimonial. If he gives you one, he's hardly likely to ask for a refund two weeks later!

6.1.4. The Ponderer

Ponderers are in their element as engineers, computer programmers, statisticians and the like. They're usually regarded as **serious, dependable and somewhat introverted people who thrive...**

**... on details even in sociable conversations** about everyday events!

Sales people find **Ponderers** particularly difficult. And you can understand why when you see the **Ponderer's** strengths and weaknesses...

- Loves efficiency. Organized and hates disorganization. Cautious and hard-working.

- Strives for accuracy in themselves and others. Meticulous to a fault.
- Highly logical and thrives on details, details and more details. Plans everything. Looks at the long-term picture, rather than short-term benefit.
- Makes decisions based on logic -- not emotions.
- Frugal and cost-conscious.

When writing copy for **Ponderers**, you must **know your stuff**. If you don't, they'll be onto you in a flash.

They dislike being rushed. So move at a reasonable, leisurely pace, and avoid verbiage. They're extremely suspicious of "sales types" so avoid **hard sell** at all costs. And make sure your site navigation is up to scratch. **Ponderers** hate disorganization of any kind.

Since they base their decisions on logic, present your claims on facts alone. Emphasize reliability, accuracy, and cost benefits rather than the emotional benefits of prestige and image.

Every fact and detail must be backed up with proof or logic, so your price should be justified in terms of value and cost effectiveness.

The **Ponderer** is very likely to spot any disadvantages with your product or service. More to the point, he will specifically look for them. So discuss any known drawbacks openly and overcome his possible objections on the spot.

Always make it easy for him to obtain more information, such as a FAQ page or an info@e-mail address. More than likely, he'll use it.

Sales copy like this will appeal to a **Ponderer**...

```
This week, a survey published by Blackman Surveys Inc.
revealed that in January 2000, 35.6 million URLs were not
in use. This compares with 24.7 million in January 1999.

By using the Ace URL Search software, it has been
demonstrated that you can make profits of between $230,000
and $627,000 a year from this unused URL Real Estate. In
fact over...
```

Whereas this would leave him distinctly **unimpressed...**

```
Ace URL Search software can earn you in excess of $600,000
a year by cashing in on the millions of unused URLs available
for FREE. Find just 10 a day and you will make a cool $12,000
clear profit every week!!
```

If you believe a **Ponderer** is difficult **before** the sale...

After The Sale

An effective way to keep your **Ponderer** happy is to ask him for **feedback** on your product's performance. Ask him for **specifics** like…

Did it...? How did...? What do you...? And if he highlights a specific problem to which you may not have an easy answer, he'll be especially pleased if you simply ask him...

"What specifically would you like me to do?" More than likely, he will tell you!

Remember when I suggested that you read the four personality types **three times** to really absorb the material? Please do. Go back and read it again... please.

Here's why this information is so important. When people first meet me, they expect the **Mixer** type of personality. In reality, I am far closer to what Joe calls, the **Ponderer...** what I would call, the Scientist, a left-brain-analytical thinker.

If I were to write copy to please myself, my sites would be substantially different in style. But I don't. I write them to appeal to other personality types. And you should do that, too.

Of course, your copy will be sub-optimal for the other personality types. Sometimes, I wish I could have a "pre-home" page. It would simply ask...

What personality type are you?

- **Boss**
- **Empathizer**
- **Mixer**
- **Ponderer**

Please select one and then click on ENTER.
Since I can't, I aim my tone at my ideal customer... friendly, outgoing, not hype-y.

The only way you can really accomplish the correct perspective for your site is by knowing your customer.

To understand these four types, think of friends, acquaintances, customers, colleagues -- categorize them. Think of how you deal with them... and how you should deal with them.

A good understanding of the four types will help you write effective copy for your target customer. **You have to speak the language of your customer.**

6.2. Don't Be A Gender Offender

"Standing in the middle of the road is very dangerous:
you get knocked down by traffic from both sides"
-- Margaret Thatcher

The last thing I want to do is enter into a debate on the need for political correctness. Yet from a writer's point of view, it can sometimes present problems.

Simply put...

Avoid alienating half of your readers and losing half of your customers by staying away from too much emphasis on either the masculine or feminine. Sometimes, I admit, this may be easier said than done, especially the "he/she" problem.

Be careful before you reflexively use words like "salesman" or "chairman" -- these will offend some target markets. But "salesperson" and "chairperson" will offend others. Choose the term that will be most invisible (i.e., not noticed) to your target.

If you have trouble coming to terms with a balancing act, whether you're male or female, you're destined to lose a lot of business. And it's not only your female readers who will object.

Many of your male readers will feel just as strongly, if the balance is tipped **against** them. They will simply click through to another site!

The secret, if there is one, is to create an even balance.

6.3. Writing For Women

"The society of women is the element of good manners."
--Johann Wolfgang von Goethe

Half of all Net users are now women.

Yet for some reason, most male **and** many female Internet marketers seem unaware of the enormous consumer power of the female population. Even in cases where the man wishes to make a purchase, it's the woman in his life who will probably make the final decision!

Any car salesperson, for instance, will tell you who makes the final decision about which model to buy. In 90% of cases, it's the woman. So the sales pitch is heavily slanted towards her needs. It's not about political correctness -- it's about business.

Conversely, on the Web, most marketers make no attempt to cater to the specific needs of their female readers. A big mistake!

True, it's impossible to write for the whole of the female market (or male, as well). But it is possible to write your sales copy with the specific needs and wants of your female readers in mind. And your sales will show the difference.

How powerful are women?

Well, considering they control 75% of all household spending and they own one-third of businesses in the U.S.A., that's very powerful.

So why is it necessary to write sales copy with their needs in mind? Because their buying habits are different to most men.

> **Women control the purse strings.** The following might be a bit stereotypical, and it may over-generalize a tad, but this "woman thumbnail" is useful for guys to keep in mind (women know this stuff -- oops!)...
>
> Women are more people-relationship-oriented than men. They spend less time on the Net and are more security-and-privacy-conscious. They're over-busy with both job and family, so don't have patience for complexity and gizmos. They thrive on warm, personal support.
>
> If you give it some thought, you'll realize how important women are to your online business. But don't "fake it" and pander... if you become your

customer, you won't have to pretend. It will come naturally. And if it does not come naturally to some of you guys out there,... good surgeon!

To drive this important point home, we use the feminine pronoun in most cases when we talk about "the customer" in this book.

Many women are constantly juggling their time between working and looking after a home. They tend to spend less time surfing around. They are in a hurry to find what they want. Consequently, they are more interested in the **content and information** that you provide than anything else.

With this in mind, make sure your site is gimmick-free and easy to navigate.

Women are more concerned about **privacy and security issues** than men. And they're also less likely to buy because of doubts over security than their male counterparts.

So place your privacy statement on a prominent part of your page and make a big issue of how secure your credit transactions are.

Women are much less likely to buy on impulse than a man. They place more emphasis on whether they can trust the site owner. Relationships are important. The already identified trend for relationship-building opportunities on the Net will only become stronger as more and more women go online. Female readers want to know as much as they can before they make a decision.

Overlooking, or more dangerous still, ignoring the specific needs of your women readers will simply drive them away to your competitors!

6.4. Write For The Global Market

"The limits of my language mean the limits of my world."
-- Ludwig Wittgenstein

The Internet's biggest benefit is…



... that it offers a global marketplace to sell our wares.

Why then do so many U.S. Web sites direct their sales messages to **American markets**? And why are so many UK marketers seemingly hell-bent on ignoring the fact that "foreigners" do not understand everything British?

What do you mean, "rubbish?"

It's absolutely true, I'm afraid. The sooner we all wake up to it, the better. We've got to "think without borders" when we sell on the Web.

Let's start with the three biggies...

6.4.1. Watch Your Language

English is a **universal** language. But the variations of spelling and grammar can make a serious impact on the credibility of your business. Unless you're very careful.

If English is not your native language and you're writing to the English-speaking marketplace, even the occasional error with your grammar can create the impression that you're unprofessional. Your visitors don't know that it's your second or third language.

The answer? Ask an American or Brit to read your copy before you publish it. OK. OK. You can also ask an Australian, a New Zealander, a...

The point is... have your copy proof-read by someone whose native language is English!

As for spelling, my opinions here may cause you to throw your hands up in despair, if you live outside of the U.S.A.!

American English is widely understood around the world. For example, **color** is recognized as an American word. The Brit spelling of **colour** may be thought of as a typo by those whose second language is American English.

"Centre" is British and "center" is American and so on. It makes a great deal of sense to use an American spellchecker when writing your copy. You're doing this service for not only American readers, but for readers all around the world.

So swallow your national ego... **spell to sell!** Which brings us to the thorny subject of **culture...**

6.4.2. Avoid A Culture Clash

No-one can write copy…

**... to perfectly suit the huge diversity of international cultures.**

But you **should** do your utmost to level the playing field. And just to illustrate the point, the phrase “level the playing field” may be a totally unfamiliar term to you.

Try to avoid using references to, say, national politicians, sports stars or TV celebrities. I constantly read references to “Oprah” on U.S. sites. I can only assume they mean Oprah Winfrey, a household name in the States, who only appears on daytime TV in the UK. And if I don’t watch daytime TV?...

That’s right -- **the whole meaning of the reference is lost!**

The same goes for regional humor. Sorry, humor. However you spell it, it’s “iffy.” You have to be a gifted writer to use it in your sales copy without alienating some of your readers. But local jokes are deadly -- most readers just won’t get it. Besides, they visit you to be informed, not entertained. They watch Oprah Winfrey for that!

Local slang is a no-no if you want to be taken seriously by your potential customers. Even if they understand it, they’ll judge you unprofessional for using it. Since your “foreign” readers won’t know what on earth you’re talking about, why use it at all?

Sometimes I come across a newsletter which ends with “See ya next week,” and it makes my toes curl (irritates me). Imagine the confusion of a reader who doesn’t know the meaning of “ya!”

The Internet is a friendly medium. But you have to know where to draw the line between being friendly and **appearing** unprofessional. Or, even worst... unintelligible!

6.4.3. Translate Very Much Proper

If you decide to translate your sales copy into one or more foreign languages, this could make a dramatic impact on your sales...

Either positive or negative! Using **software** to translate your message may seem like a quick and easy fix. But it could seriously backfire on you.

"Hey, look at this. One click and my whole site is translated into German. Isn't that cool?" It's cool alright. So cool you could catch a bad cold! **A robot may do…**

**... an acceptable translation** of technical data or factual information. But how can a word-for-word translation of your sales message possibly retain the **passion, feeling and one-to-one relationship** you have worked so hard to instill?

If you do choose to have your site translated, use a human translation service that employs someone...

- whose first language is the one you wish your copy to be translated into
- who understands what sales copy is all about
- who also has some first-hand knowledge of your type of product or marketplace.

The right translator could make all the difference. Let's face it. If it's not translated professionally, how can you check it?

OK. Let's move ahead to the **"advanced nitty-gritty"…**

7. Thrive Or Dive With Your USP

"What we see depends mainly on what we look for."
-- John Lubbock

The question of the hour, day, week, month, of all time...

Why should I buy your product from your company? Which raises more questions...

What's **the** big reason that I should buy **your** product? What's the big deal about **your** business? In fact, what makes you think **anyone** should do business with you?

Steady now, this isn't as easy to answer as you may think.

What's that?...

You've got a fantastic, planet-changing product? Big deal. So do lots of other people!

You offer a great service and first class back up? Yeah, yeah. I've heard that one before! So what else is new?

You've been in business for 30 years? Hey, don't make me laugh. So's my uncle Jack and he's almost bankrupt!

What's that? You're the top expert…



... in your field?

Fine, but you still haven't answered my question... "Why should I buy your product from your company?"

Painful, isn't it? But so brutally true. And the pain will never subside until you are brave enough to address this fundamental question. If I come to your Web site...

7.1. What's In It For Me?

Why should I buy **your** product when I can just as easily buy from so many other businesses on the Web? What makes you think that you're so special? **In fact…**

 **... why should I even bother?**

Now, if you have something that's truly, totally unique, then I may well be interested. Assuming, of course, that it will be of benefit to **me**. And you can convince me of your **honesty, credibility and reliability**.

Scratching your head a little? Well that's a good sign. Many Internet business owners simply don't do the hard thinking needed to answer this all-important question. In fact, they've never even thought about it!

They're struggling, of course, along with the other 95 percenters!

Unfortunately, you probably do not have a product that is truly and totally unique. You're not alone. More than likely, you're in the same position as most other online businesses. What position?

You're probably in danger of being suffocated by the abundance of other people selling similar or even identical products and services to the same targeted market.

It's called competition.

That's life. If there were no competition, we'd all be **millionaires**!

So how do you persuade your reader to buy from **you**. How do you convince her that, if she buys from you, she will be making **THE best decision**? **Do you…**

 **... get rid of the competition?** Sorry, we've just gone beyond the scope of this book!

The first thing you absolutely must do is...

7.2. Stand Out From The Crowd

In the seething, tangled mass of the Internet, you must at least appear to be different. And that difference, whether real or apparent, has to be immediately noticeable to your reader.

Not half way down your home page. Not even 30 seconds after she begins reading your copy but...

Immediately.

How? By identifying your **U**nique **S**elling **P**roposition and thrusting it up front for everyone to see.

In fact, you have to make it so obvious to your reader that **she can't miss it**. No matter how distracted or disinterested she may be.

And the most effective way to announce it is...

- In your **opening headline**
- In your **opening** paragraph(s)
- In your **sales copy**
- And in **every appropriate spot** you can find to place it throughout your Web site.
-

Because a powerful **USP** will be the difference between your business becoming...

- A winner or a has-been...
- A money-spinner or a millstone...
- A champion in the crowd of envious onlookers, or another wannabe.

Because a well-thought out and powerful USP will…


... hurl you above the crowd of the 95 percenters who are all furiously running nowhere at ground level.

What's next then?...

7.3. Start Right!

Some key advice for beginning. **Prepare** yourself properly for this task. The results of your creation are going to determine the success or failure of your **whole marketing program**.

If you attempt this exercise in a half-hearted manner, you will fail. And your degree of success will be determined more by your attitude than anything else.

Here's what to do...

Prepare your mindset so that you're able to concentrate on nothing else. Sit down at your desk and clear your mind of all distractions. Switch off your computer. Kick the dog out of your office. Disconnect the phone, and...

Put pen to paper!

Remember pen and paper? Don't use a word processor unless your keyboard and you are "like one." It will slow you down and interrupt your thinking process.

As you write, leave 2 or 3 spaces between each line of writing. This will make it a whole lot easier for you to make changes to your "script" when you go back over it.

OK. Now the first thing you must do is to...

7.4. Analyze Your Product

You know it intimately. And yes, its every feature and benefit are firmly ingrained on your mind.

But if you're really serious about increasing your business, **take the time to analyze**. No matter how familiar you are with your product. Even if it's a book you've written yourself and the digital ink is still wet, the truth is you're probably too close to it to be objective or even critical.

It's like being married for 10 years. You love your spouse, but somehow you've started taking his good points for granted!

So you must look at your product…

**... from a second angle...** from your **prospective customer's point of view**.

So...

- Read through your **testimonials** and write down the **benefits** your past customers have gained.
- Look at the **Meta Keywords and Meta Name Description** in your Web pages. You spent a lot of time and effort producing those. Take each word and expand it into a **benefit**.
- Add all other benefits that you know of, whether important or minor.

OK, that's your **benefit list**. Now do the same for features...

- List every single **feature** of your product **and** your business. Yes, your business, too -- your **USP** may turn out to be something unique about your **business**.
-

Please don't skimp on your feature list. It's such a key point to your success that **it's worth persevering until you have…**

**... exhausted every single feature you can think of!** If need be, fill one, two or three pages -- however long it takes. Just keep on writing those features.

Now for the fun. And the hard work. This is what separates the winners from the losers and you from the competition. You are about to do something that your competitors have never even thought about...

Consider your product from your customer's standpoint.

Until now, you have probably been advised to put yourself in your reader's shoes. But the drawback with this method is that you're only **guessing**. They are **your** answers, not your customer's.

Well, your success is a very serious business. Not a guessing game.

So you are about to do something **much, much more productive**. Instead of her shoes, you're about to get into the **opposite end of your customer's anatomy...**

7.5. Get Into Her Mind

"Get into her what?"

Yes I know, it's spooky, isn't it? Heck, **how do you think…**



... John Malkovich felt?

Luckily, it's a whole **lot easier** than you think.

Just humor me and I'll show you a neat trick that will have you thinking just like your prospective customer in two shakes of a copywriter's begging bowl.

Start by making a list of all the people you know! If that's a long list, then it serves you right for being so popular!

Now select from that list the **one** person who you feel **fits the image of your ideal customer**. **Picture her there before you…**



...half-listening to what you have to say. Because you know her, you can **see** her face and **hear** her actual voice when she speaks to you.

It's important to forget the milling crowd of other readers out there. It's just her and you and no-one else. Concentrate on her.

Now read out each feature and benefit (from your lists above) to her. Imagine her asking you these questions...

- What will that do for **me**?
- How will it improve **my** lifestyle?
- How will **I** benefit in the long term?
- How will that benefit help **my** family?

And the cruncher question...

- **What's in it for Me?**

Sheesh! What a friend... "me, me, me!" She doesn't want to talk about **you** at all!

Let me summarize that barrage of rude questions into a single technique, one that is guaranteed to reveal some amazingly profitable answers. Read each feature and benefit to her out loud. For each one, "hear" her asking...

7.6. "So What?"

Then you answer it!

And remember, you're talking directly to her. Use as many words as it takes to give a **complete and benefit-laden reply**. The editing comes later.

For instance, if you read her this **feature**, your conversation may well go something like this...

"Miracle Software is 3 times faster than the software you are using now." (Satisfied smirk)

She asks, **"So what?"**

“Ermm... well... you will spend less time promoting your Web site.”
(Know-it-all grin)

“So what?”

“You’ll have more time to spare”
(Incredulous look)

“So what?”

“Well, you’ll have 2 hours more each day to spend with your family.”

“So what?”

“Your children will feel closer to you and remember that you were there for them.”

“So Wh.... great! That’s more like it.”

Can’t ask **“So what?”** to that, can you? Now that’s a **powerful benefit**! Write it down in **two places...**

- beside the relevant feature that “belongs” to it
- in your overgrowing benefit list.

See what’s happening here? You’re not **guessing** her answers. You’re putting her under the spotlight and...

Interrogating her!

(This was just the beginning of So What?. More on this So What? technique, called SWAT?, below.)

Hey, don’t stop now. You’re on a roll. Focus on her firmly in **your mind’s eye**. Keep thinking like **she** thinks. Keep pushing the process until it’s **impossible** for her to ask you that blasted question!

Now for some hard, but very profitable, work...

Repeat the question and answer process for **every feature and every benefit** on both lists. However long it takes. No skimping on this. No cutting corners. No “making do” with incomplete answers.

> Yes, do it for your **benefit** list, too. The **So What?** will either...
>
> - make the benefit **even stronger**, or
> - **convert** what was really a feature into a **true benefit**.

Like I said... **no** “making do!”

“Making do” is exactly **what your competitors are doing**. They are the 95 percent crowd who simply **guess** what their visitors want. That’s why they **continue to…**



... flounder as small fish in the big pond!

Want **even more** accurate answers? Take this one stage further and actually...

7.7. Interrogate Your Customer

That’s right. Why not dispense with the imagination test. And dispense with your friend-as-customer. Get real!

Sit down…



... face-to-face with your customer. Or call her on the phone. Ask the same **So What?** question, over and over again. **Let her answer for herself!**

That’s if you have the courage, of course. I can promise you will get some surprising, yet very profitable answers.

After you do this with several customers, you’ll find that your list of **benefits** has substantially multiplied. And so has your list of what needs to be improved. You probably even have a list of new features/benefits that you should add!

Fantastic. Almost there.

Keep in mind that the sole objective of the exercise is to produce as large a list of benefits as possible. Because...

In order to persuade your reader to buy from you rather than from someone else, you have to offer... benefits, benefits, and even more benefits. It's impossible to offer her too many!

Stick with it and do the very best job you possibly can. From this list, you will **identify your USP**.

Believe me, the more work you put into it now, the greater your rewards will be... "As Ye Sow, So Shall Ye Reap."

OK. You have a long list of benefits to offer your reader, so now what do you do?

Well, from here on in...

7.8. It Starts Getting Easier

We're on the "home stretch." From your **So What?** list, identify the biggest single benefit you can possibly offer your potential customer. Examine it from every angle. Then examine it from where she sits.

> Your customers can help with this part, too. After you've asked her **"So What?,"** ask two more questions...
>
> **1) "**What's the most important thing that our product does for you?" Ask her to choose the single most important benefit from your list.
>
> **2)** Why did she choose you and your product? Was there something unique about either or both?

Keeping your customer firmly in your mind, and with her needs at the forefront of your thoughts...

Re-write that #1 Benefit several different ways. Incorporate her biggest need into your benefit. Give her exactly what she wants.

Blend that with what makes you **unique**. Answer the question, "Why **you**?"

Now…


... sharpen it. Crystallize it. **Hone** it to perfection. And congratulate yourself...

You just identified your USP!

With this one action, you have stepped aside from the mob and hoisted a large sign above your business. **A bright neon sign which will draw your customer into your copy like a moth…**


... to a flame. That flame illuminates the **#1 Benefit and the #1 Reason** she needs to buy **from you**!

Just before your finalize your USP, let's do one last check...

7.9. Give Yourself A Second Opinion

Here's a little known but very effective way to come up with your product's biggest **benefit**. Ask your customer this question, **"If I had supernatural powers…**


... to grant your wish, what is the **greatest single benefit** that you could possibly ask for from this product?"

Write down her answer, no matter how long or detailed it may be. Once again... **Condense it**. **Crystallize it. Hone it.** And voilà!...

A fresh USP! Compare this to the USP you previously came up with.

Is it stronger? Is it weaker? Choose the best USP of the two. Better still, combine the best points of each into a even stronger USP.

Now you will really stand out from the crowd. And when your visitor reads your sales copy, she no longer asks that painful question... “Why should I do business with you?”

Because your compelling answer will be staring her in the face!

What’s that? You wish you could ask that genie to write your USP? Let me guess... no luck identifying a feature/benefit that sets your product apart, right?

Don’t worry, you’re not alone. That’s always the initial reaction for readers who have an “undifferentiated” kind of product.

No problem. That just means that it’s time to...

7.10. Get Creative If You’re Not Unique

Let me get this straight. You sell a commodity-kind of product -- tissue paper, or potatoes, or bread.

Hmmm... at first glance, that’s a problem. Nothing very unique about those products. After all, bread is bread, right? What can you do to change that?

Create a difference! By that, I mean that you have to find a feature to differentiate yourself. For example...

Bloggs Bread is free of animal fats ... So is everyone else’s.

Jackson’s Bread... **the** vegetarian’s choice... That’s a USP.

But, if all you do is run with this slogan, you’re really just trying to **trick** a few folks. But if you decide to enhance your whole product to deliver **the most nutritious, wholesome AND tasty bread ever...**

Well, that’s a pretty good start.

If you don’t **differentiate** a commodity, you’re doomed to play the “low price and lower profits” game. If you’re selling a commodity, just take a close look around you.

Odds are that most of your competitors don’t understand the vital importance of a strong USP. That’s why they’re struggling and fighting with **each other to catch…**

**... the same fish, in the same pond, with the same bait.**

Many competitors who do realize the value of a USP find it too much like hard work to grapple with the subject. Or they haven't yet discovered **how** to identify their **own** USP correctly. But **you** know better than that now, don't you?

You're not **fishing** for customers. So don't be content to simply dangle a line in the huge Internet pond and live in hope. Don't be just another fisherman...

Be an e-persuader.

Be savvy enough to realize that it's **words** that bring in the customers -- not the hype and screaming promises being used by the others as bait. In order to be a successful e-persuader, you must stand apart from the crowd. And to do that, you need a powerful and persuasive USP**.**

Your USP will lift you and your business head and shoulders above the mob, and bring customers flocking to your order page. Why else would they choose you?

Your USP is the only reason to keep returning to your Web site. It's the only motivation that they have to recommend you to their friends and business colleagues.

And once you identify your USP, you'll be amazed how much it will help you to focus on your marketing message, and really sharpen up your sales message.

Which brings me to the next step, where the fun begins...

7.11. If You've Got It, Flaunt It

Once you've identified your USP, condense it into a one or two line **sales message** and use it in **every** piece of copy you write. **Display it…**

**... in everything you do.** Never let it escape the attention of those exposed to your sales materials. You should...

- Integrate it into your **logo**.
- Make it a prominent feature in all of your **advertising**.
- Include it in your e-mail and e-zine article **sig file**.
- Use it in your Web site **headlines**.
- Use it offline on your **business cards, your letter heads and invoices**.
-

In fact, **whenever you write anything** about your business, make sure your reader never fails to see it.

Just because your competitors have no USP, it doesn't mean that it's difficult to create one. **It's not!** OK, so it's not something you can achieve in a few seconds. It may take a day or three.

But it's the most important contribution you could ever make to the success of your business. It's worth the effort. A powerful USP takes imagination, time and...concentration!

Your USP is a benefit that your competitors don't, can't or haven't thought about offering. And the bigger the benefit, the greater your results.

Bottom line... **create the best USP and be recognized! Be successful!**

8. The Powers Of Headlines

"The beginning is the most important part of the work."
-- Plato

Ever think about why they call 'em headlines? They are literally lines that head a body of text.

How important are they? Well, have you ever seen a body without a head? Ken (wearing his M.D. hat) tells me that they don't do so well. So...

Master headline-making if you want to "do well" on the Net. You'll use headlines everywhere...

- All your Web pages.
- The subjects of your e-mails.
- Your e-zine articles.
- Your e-zine ads, and even...
- Your e-mail signature file.

Obvious? Well, you'd think so. **But if it were that obvious, why are so many…**



... headless monsters roaming the Internet?

Your headline is the only device you have to flag down your targeted reader, grab her attention and start the selling process. Spinning banners won't do it. Dancing babies will either bemuse or enrage. Nauseating music certainly won't do it.

And your beautifully crafted logo may swell your chest with heart-pulsating pride, **but it will tell your visitor…**



... absolutely nothing!

So if you insist on placing your ego-stroking logo in the most prominent place at the top of your Web page, then go ahead. If you're totally convinced it will improve your reader's quality of life and give her everything she wants, then do it.

As long as your name is Google, Microsoft or Yahoo!. If it's not, tuck a small logo someplace less prominent (upper left is good). Then make a headline that gets noticed and that hits home.

If your target customer doesn't stop to read your headline, she sure as heck won't bother to delve into your copy to find out what you have to say. If no-one bothers to read your sales message, then you've simply wasted your time. Right? Even if you give away $100 bills, she will never read far enough to find out!

Now it's no good shaking your head because that, I'm afraid, is the harsh reality of selling on the Internet.

OK. Let's find out how your headline can affect the success or failure of your marketing. And to do that we must return to who you are writing your headline for...

Your "ideal" customer. The very first thing you must do is…

8.1. Imagine Her Mindset

Fix your visitor **firmly** in your mind. Yes again... always, actually. She may be visiting your site from an obscurely described hyperlink. Or she may have clicked through out of **half-hearted curiosity** from an e-zine recommendation.

She's used to being bombarded with exaggerated claims, and over-hyped ads. She's been **shouted** at so much that...

She's numb to them!

And she certainly hasn't rushed to visit you absolutely convinced that you have the very thing she needs. In fact, her mind may well be elsewhere as she waits for your page to load.

She's in a hurry and is only prepared to give you a couple of seconds to grab her attention with something of benefit to her.

So what do you think she'll do if she's greeted with your great big logo!

Or a "Welcome to" message followed by a page of dense, unheadlined text?

Or an unfathomable clutter of linking options?

She won't take the time to figure it all out in some desperate hope that it may be of real benefit to her. Not with so many other sites to choose from. **Sorreeee...**



... Click!

Only an attention-grabbing, persuasive, and benefit-laden **opening headline** will make her stick around a bit longer...

- A **persuasive headline** that promises to **solve her problem** and give her exactly what **she wants**.
- An **interesting** headline that gives her a reason to read, or at least scan, your copy.
- An **intriguing** headline that creates the **desire** to learn more.
- A headline that awakens a little voice in her head which says **"hmmm... there may be something in this for me."**

Does the following sound familiar?...

"8 out of 10 visitors merely scan your page."

Sheesh! Not very neighborly, is it? All that hard work you've put in to carry your super-important message to the waiting masses, and they just **scan** it?

What's new? We all do it. You do it, right?

Do you read every single word, every line, every paragraph of every Web site you visit... of every e-zine that arrives in your IN box? You know, the ones you can't remember subscribing to? Hmmm... I didn't think so.

Why should your reader act any differently?

Now, how about this?...

Do you, first of all, read the top message -- the opening headline -- to see who it's from? Do you then scan the opening paragraphs, and subheadings near the beginning, to see if there's anything of benefit to you? If you do, you read more, right?

If nothing hits your fancy, **your index finger is a micro-second from…**

 **...Click!** But first, you might scan the navigation bars, just to see if anything there meets a need -- so the navbars themselves are opportunities for very tight, mini-headlines.

What about e-zines? When you receive an e-zine with no list of contents -- headlines -- do you read the e-zine at all? You probably don't bother reading articles with "vague" titles --headlines-- like...

Be A Winner **or** Solve your problems now

I've got a feeling you never give them a second glance. And what about all those e-zine ads? Do you read every single one from start to finish? If, and that's a big "if," your eyes don't skip right past the ads, do you scan the first few words -- the headline -- of each one until one arouses your curiosity enough to read the whole message?

Sure you do! Everyone does. The point is...

Any sales effort, from a full Web site to a tiny e-zine ad, that doesn't have an effective headline is like a store on Main Street without a giant promotional sign. It's **invisible** amongst the neon glow of the competition. And the **rushing traffic…**

 **... drives right on by.** Totally oblivious to the fact that the store may well be selling the cheapest and best gizmos in town!

So is this the best way to stop you?...

8.2. Sex, SEX, SEX!

Well, yes... that headline might get your reader's attention for a split micro-second... before she continues roaring past you. A great headline does much more than slow your reader down.

Whatever superhighway she's hurtling along, your headline has to convince her to take your "off ramp" and look around for a while. In other words, a great opening headline (subheadings, too) pulls her deeper into your site.

How do you create a persuasive headline?

Well, many Web "experts" tell us that writing headlines is easy. And they're right. It's extremely easy to write a "so-so" headline.

They tell us that all you have to do is offer a big benefit, and fill it with **power words**. As a result, we see these types of headline everywhere...

```
How to earn $100,000 in 30 days. AMAZING NEW FREE
system draws 5,000 VISITORS A DAY to your Web site like
an incredible GIANT MAGNET!
```

Now that's easy!

It's also totally useless!

Don't get me wrong. Even a poor headline will attract a low percentage of readers. They may not be the right type of readers, but readers just the same.

So sure... if it's just raw numbers you want, go ahead and shout...

SEX, **SEX,** SEX!

However, I'm afraid your readers are going to be very disappointed when they discover you're selling a domain registration service. And extremely annoyed for wasting their time!

What you want to attract are the maximum number of targeted people who could be interested in buying your product or service. You need a headline that sells the promise of a benefit to your reader.

And writing a headline that **sells** is a completely different ball game. It's not difficult. Neither is it easy. Let's face it. Nothing's difficult once you know how.

It just takes a little **time**. Lots of **effort**. And **knowledge**.

So let's get started...

8.3. Cloners Have Taken Over!

Before we start. Here's a news flash!…

There is no such beast as a successful cloned headline solution. Judging by the high number of cloned headlines bombarding us every day, many people seem to disagree.

What's a cloned headline? **It's…**



... genetic copywriting gone mad!

Here's one you must have seen...

```
How to write a KILLER AD
that SELLS LIKE CRAZY!!!!!
```

And here's its genetic clone...

```
101 KILLER HEADLINES that will
send your Hit Counter CRAZY!!!!!
```

I only wish I had the money to swamp the Internet with headlines like this...

```
How To Write KILLER HEADLINES GUARANTEED
To KILL your Reader's Enthusiasm! Simply CLONE
This Ad And Watch Your Profits BOMB!!!!!!!
```

How does that song go... "When will they ever learn?"

A common trait on the Internet is for someone to copy something that "seems" to work. Then someone else copies him and so it goes on... And on... And on. **It's like a…**



...never-ending chain letter! Each person seemingly desperate to clone it and send it on to thousands of others.

Judging by the appalling quality of some of these clones, it seems to me that they're trying to get rid of it as fast as possible!

I despair. I truly do!

It's a pity really. Because, if you stop to think about it for a moment, **it's all so obvious....**

8.4. Why Cloning Fails...

Please read this carefully and re-read it, until you fully understand the significance of why cloned writing fails. It's something that very few people understand.

If you plagiarize a successful headline, it will fail. Amen to that! If you adapt a successful headline, it will probably fail! Unless you fully understand what you're doing!

Because a headline which proves exceptionally successful and **fits well with one product…**



... can be a dismal failure with yours. If you try adapting someone else's successful headline to suit your own particular product, you will be frustrated and confused by the poor results.

And copywriting books that simply analyze successful headlines and sales letters are of little help when it comes to writing your own copy.

Want to know why?

OK. Here's the lowdown...

For your headline to be successful, it has to appeal directly to the specific needs of your targeted "ideal" customer. And to do that, you have to understand her mindset.

You have to understand not just what she needs, but exactly what she wants. Don't worry -- we'll examine the subject of mindset, in depth, very shortly.

Let's say you're selling software that creates beautiful professional cartoons in less than a minute, compared to the normal 30.

If you decide to target professional cartoonists, your headline has to offer a benefit, or promise that appeals directly to your "ideal" customer. And offer her something she specifically wants.

In this case, you may decide that the biggest benefit to your professional cartoonist is the opportunity to work faster and make more profit.

So your headline could read something like this...

Cartoonists. Now You Can Create Any Cartoon Of Your Choice
In Just 60 Seconds And Dramatically Improve Your Profits

OK. Imagine that this headline proves to be so successful that it sells your software in the thousands. Then you realize that any newbie can use your software to produce cute cartoons for themselves with a 486 PC. So you decide to target young moms who will be able to entertain their young children for hours.

The features of your software are simplicity of use and speed. But the biggest benefit to professional cartoonists is the extra profit margins, hardly a winning sales appeal to use on your busy mom!

Now if, as you may have done in the past, you adapt the same successful headline for a different “ideal” customer without considering her mindset and different needs and wants, you could end up with this...

Busy Moms. Now You Can Draw Any
Cartoon Of Your Choice To Entertain The Kids

That will attract some busy moms. If they’re interested in drawing cartoons. But you want to attract the maximum number possible. This headline won’t achieve it because it has no emotional appeal nor anything of specific benefit to her.

So you have to promise a benefit that will appeal directly to her specific needs and give her something that she wants. And what does a harassed busy mom want?

Think like her. Put yourself into her mindset and imagine her day with the kids. Does she want to spend all her time entertaining the children? Or do you agree that she really wants something that will help the kids entertain themselves so she can get on with her busy schedule?

So how about...

Busy Moms. Your Kids Will Entertain Themselves For Hours
And Hours With The Wizard Cartoon Creator. Absolute Magic

See the difference? Same product. But each headline offers a different specific benefit directed at your two different targeted markets.

To create a successful headline, study your specific “ideal” customer and promise to give her exactly what she really wants. Understand her mindset.

Next on the agenda? The most important types of headlines to use -- the ones most likely to achieve maximum success for you on the Internet...

8.5. The 7 Most Successful Types Of Headlines

Here are my favorite seven types of headlines. If you study Ken’s sites, you’ll see that most of his headlines fall into one of these seven.

1) Promise a Major Benefit

This is the most widely used, and by far the most successful type of headline ever used. Notice the use of the word “major.” To be effective as a selling tool, it must contain a **significant** benefit.

The real beauty of this type of headline is that it gives you the perfect opportunity to boast your USP. Right up front. Like this...

```
FREE Domain Hosting For A Whole Year
```

Now that headline will leave no doubt in your reader’s mind about how it will benefit her. And it also tells her how different you are to all the other hosting services because it telegraphs your USP within the first half second.

2) Ask a Question

Ask a question that **suggests** you have the answer. **This creates…**

**... curiosity, tempting your reader to read further.**

Just like for headline #1, the answer to the question must be a major benefit, not some incidental one. Don’t tease with small stuff. For instance, this headline digs at a major problem (and therefore implies a major benefit to come!)...

```
Do You Waste Hours Of Your
Valuable Time Answering E-mail?
```

You are highlighting her problem (wasting time), and suggesting you can solve it. But to do that, she must read further. If this is her problem, she will read further.

Did you just ask, "What if e-mail is not a problem for her?" That's OK. She's not a potential customer anyway. You're only interested in attracting potential buyers!

3) Offer a Solution to a Problem

Sometimes known as the "pain and gain" headline, and a variation of the "ask a question" headline.

The solution…



... to the problem is your big benefit. And by offering your reader a solution, she automatically realizes/crystallizes her problem. Like this...

```
Ban-It E-mail Filter Keeps Spam OUT Of Your Mailbox
And Puts Time Back INTO Your Day
```

The benefit? Time saved. **The feature?** Eliminating spam.

4) Cite a Testimonial

A powerful testimonial is worth its weight in gold at any time. And in a headline, it can attract a lot of attention because it enables the reader to **identify and relate** to a real human being.

And the higher the status of the testimonial writer…



... **the greater the impact.** But it has to be totally **believable**. Otherwise, it will have a negative effect and totally destroy your credibility.

Again as in all types of headlines, your **#1 Benefit** should form the basis of the testimonial. Here's an ultimate example...

"Ken, Your New E-mail Manager has Added
2 Hours to Each of My Days...
Which Amounts to $20,000 per Day!"

Heck of a headline. You simply **have** to read the opening paragraph, right? Here's the next sentence...

OK, 2 hours of **your** time may not be worth $20,000 like it is for Bill Gates. But it's still valuable, right?

Boy, is this site off to a roaring start!

5) Give a Warning

This is **simply…**



... a warning to the reader that there may be serious consequences in **not** reading your message. As an **attention-grabber**, it hits the reader hard!

She believes it would be foolish not to read what you have to say. It creates anxiety. The anxiety grows if she does not stay to read more.

For instance...

Before Buying Any Affiliate Software,
You Should Read These 6 Important Facts

Now if you were about to buy affiliate software, would **you** ignore this message? This one's a bit subtle-nasty... after all, you're looking like a good guy/gal, doing this service... when you're actually riveting your reader to the screen with insecurity.

Bad puppy.

6) Flag Your Target Customer

This is self-explanatory and is incorporated into many other types of headline. The flag identifies **who** you want to…



...stop and pay a visit. It's so **simple**, even obvious, that many marketers never seem to even think of using it.

Example...

```
Gardeners. The Dig-Eze Digging Machine
Will Save You Hours Of Back Breaking Work
```

The word **Gardeners** immediately picks out your target customer. When she spots it, a bell rings in her mind and she i**dentifies** with it right away...

"That's me!" She knows that your message is written specifically for **her**.

Last, but not least...

7) News Announcement

Everyone is interested…



...in the latest news. That's why we read newspapers and watch CNN. We like to be up-to-date and on the ball.

Write your headline in the style of a **newspaper** or magazine headline. Your **major benefit** is, of course, contained in the news you're announcing.

Like this...

```
Latest Digi-Mix Software Creates Major
Breakthrough In Music Sampler Industry
That Cuts Time-to-Market Down by 50%
```

The benefit? Time to market is reduced by 50%. Any prospective customer for this kind of product simply can't afford to pass this.

Now quickly re-read the 7 types of headlines. Notice a common thread? Yes. **They are all…**



..."You" messages. Not "Me" messages.

And what's a **Me** message? Well, there's lots of them about. Here's one...

`Our Gizmos Are The Industry Leaders`

Yawnnn.

Just to clarify a bit. If you think that types #4 and #7 are not "You" messages, re-read them and imagine the impact. They're third party statements which still address your reader's self-interest by implying a major benefit for her.

They all answer her question, **"What's In It For Me?"**

So when you're creating your **headline, sales message or advertisement**, bear this painful point firmly in mind...

The only person interested in you, your company, or your product's technical merits is you... and your Mom! The cold reality is... absolutely no-one else is even remotely interested.

Here's the nitty-gritty, in the words of your customers...

"We will only give you our time or our money, if you give us something that will either benefit us, or will solve our problem. Give us exactly what we want, and we'll return the favor.

"So talk about us, OK? Not you!"

It's a cruel world, isn't it?

8.6. Practice Headline Writing

One of the **most successful publications** of all time lands in tens of millions of mailboxes, every month. It's successful because it always gives its readers exactly what they want. Month after month, year after year, decade after decade.

Through very intensive and expensive research, it's constantly aware of the changing needs of its readership. And those needs are successfully provided for with crisp, sharp copy and precisely **targeted** headlines.

It's called **"The Readers Digest."**

Huh? Have you looked at one lately? I mean really looked. The front cover (and just about every page) is an Aladdin's cave of punchy, skillfully-honed headlines!

Here's a brief selection...

- Is your car ready for winter?
- Lose 2 inches in 30 days
- Is our Benefits System out of control?
- Thanks to you they can see
- Can these pills make you live longer?

You can find thousands of examples like these every day on the front of popular magazines. All written by people who know exactly what their readers want. Word mechanics who have perfected the art of crystallizing a message into a brief yet focused headline.

Try it the next time you browse a news-stand. You'll be surprised at how much you can learn from these masters of brevity.

Rarely will you find any ambiguity. No "cute" teasers. No "catchy" meaningless words just to trick you into reading the "story."

These people are the masters of their craft. They've developed the rare skill of using short, sharp headlines, which immediately telegraph to their targeted reader that...

This is for you! You need to read this!

Boy, do these guys know what they are doing! And imagine, you can benefit from their knowledge just by picking up a magazine! No charge -- leave the magazine on the news-stand.

Now let's look at some of the headline writing techniques that the professionals use. Use these and make the difference between writing a "good" headline and an "excellent" one...

8.7. 7 Pro Tips For Headline Writing

The pros always follow these key "headline tips of the trade." Amateurs unwittingly violate them over and over, sometimes all seven in a single headline!

Geez, I hope the **Secret Guild of Net Copywriters** doesn't kick me out for revealing all!  Here they are...

1) Don't Try To Be Clever Or Cute

Your headline has to **qualify** your reader! It must immediately pick out your "ideal" customer from the "not interested" ones. And to achieve that, your headline must be **relevant** to your sales message.

To determine if a message is relevant, your Web site visitor must be able to **clearly** understand it

> Closely related to this is the rule, "Never mislead." If your headline tricks a non-targeted reader to continue more deeply, you've only delayed her departure. You are no closer to getting the sale... but you are closer to getting her really, really mad.

2) Use Professional Architecture

OK. OK. You want to build a Web site, not a house! Same thing. Because an **attractive** house has more appeal than a functional "box."

So to attract the maximum attention to your message, use some or all of these methods that the professional copywriters use to give your headline that extra touch of "noticeability"...

Use a larger font size for your headlines (H1 or H2 for your opening headline, H2 or H3 for subheadings). The subheading font size should be larger than that of the body copy.

Bolden your headlines.

Use A Capital Letter At The Beginning Of Each Word in your opening headline. It adds an element of **importance** to your statement. It's not necessary to begin each word in your subheading with a Capital Letter... some feel it's better if you don't.

Use Quotes. No, I don't mean -- "We'll fight them on the beaches." I mean putting little curly bits at the "beginning and end" of your headline. It gives the appearance of someone being **quoted.** And adds **substantially to the importance of…**



... your announcement.

Don't end a headline with a period. Your headline is not the end of your message. It's supposed to lead your reader's eye smoothly into the next part of your message.

Break your headline into a number of lines if it's long.

```
A Long Headline Stretching Right Across Your Web Page Has No Impact
```

It becomes invisible among the rest of the text and "busy-ness" on the page.

```
But A Bunch Of Words Catches
The Eye In Much The Same
Way As A Graphic Or Picture
```

Note that the lines "force" your reader to read down the page and into your message. Keep the number of characters per line small so your headline won't wrap, even if the reader zooms text size to 150% on her browser.

Try using a different font color -- but not bright **green** or **pink!** Imaginative use of color can add significantly to the impact of your headline and to the overall appearance of your Web pages. Just because you've kicked those banners off your site, it doesn't mean that **it has to look like…**



... a lawyer's contract!

Those 7 simple "architecture" pointers **will transform this...**

```
It's true. Now you can earn $100 a day while surfing the net.
```

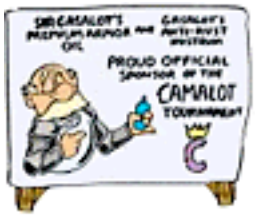
Into this...

"It's True..."
Now You Can Earn $100
A Day While Surfing The Net

Better? It should be. Top professionals have been using these proven techniques for decades to transform a good headline into an excellent one.

3) Highlight Imaginatively

- Highlighted words in your sales message act in the same way as a subheading. They pull the ever-scanning eyes into a short meaningful message. But be very careful not to **overdo it because…**



... too much emphasis is the same as…



... none at all!

- Don't use underlines. Because underlines mean hyperlinks! And constant clicking on underlined words that do nothing but stare back at you are a sure-fire way of i**nfuriating** your reader to the point of flaming you!
- One more thing... too much highlighting and coloring makes you look like a "hype site." Even though you are just trying to show what's important, even though you're sincere, you'll look like a sideshow barker. So use this sparingly.

4) A Long Headline That Says Something Is More Effective Than A Short Headline That Says Little or Nothing

The objective of your headline is to grab your reader's attention, raise her interest and curiosity, and move her closer to the sale. So don't be afraid of using a long headline... **as long as it does its intended job**.

Short headlines are ideal for **posters**. On the Web, take more space. But over three lines is getting a tad too long. Yes, it's true... in general, say **anything** in a

smaller number of words... if you can. If you can't, take as much space as you need... **but not more**!

5) Keep It Positive -- Don't Say No

Avoid using **negatives** in your headline. It sets the wrong tone and remember...

Your visitor is scanning. So she's picking out **some** words, and **missing** others. Negatives in your headline may convey the exact opposite of the message you wish to convey. For instance...

```
You Need No Experience
To Learn HTML
```

Can very easily read like this to a scanner...

```
You Need Experience
To Learn HTML
```

Yes, it's a small point. But wait...


...'til **you** need spectacles. I said...

"But wait 'til you need spectacles."

Let's push the example a bit more. This is better, although there's still a negative tone...

```
You Don't Need Any
Experience To Learn HTML
```

And this is best...

```
A-N-Y-O-N-E Can Learn HTML
And That Includes YOU!
```

And that brings up the next pro tip...

6) Always Be Positive

To get your reader into a **positive** mindset, write in a **positive tone**. Your headline has to **lift** her. It must **motivate** her to read through your headline and into your sales message. Using negatives will hardly achieve that. For instance...

```
Don't Waste Money
```

```
On Biz Opp Scams
```

... is negative. And anyway, I'm not that stoopid! Or maybe I am...

So it may well **bring back memories…**

 **...of a bad experience.**

Even if I'm not that dumb, it still introduces a down-beat atmosphere on to your page. And it gets worse...

Your headline will lead your reader **seamlessly** into your sales message. So if you have a negative headline, how is the opening to your sales message going to sound?

Even more negative!

Yes I know. After a couple of sentences, your message will turn up-beat and positive. That's when you explain how to avoid the problem. But meanwhile, **the damage has been done...**

Many have **left** the site, and others are starting with a **negative** mindset. **That's one, two, three…**

 **... Click!**

So why risk it when it's so easy to write in a **positive way**? Like this...

```
How To Make Money With
A Blue Chip Business Opportunity
```

7) Turn Hyperlinks Into Headlines

Huh? Hyperlinks are underlined and blue, right? They stand out right? So the eye goes to them. Scanners stop here.

On some Web sites, you'd think some hyperlinks were specifically designed **not** to be clicked upon! They are so **bland and boring**, it's a miracle anyone ever actually clicks on them.

Again, it all goes back to your visitor's mindset. She's at your Web site. She finds your home page interesting enough to scan, maybe even read. **Now what's she looking for? Asign post pointing to more information!** And links are signposts, no matter where they are. So put good benefit-focused copy into your links. Treat them like mini-headlines.

One more place to consider links as mini-headlines... your navigation bar, a series of buttons containing hyperlinks that help your visitor navigate your site.

Let's look at a typical example...



Not much motivation to click anything except the BACK button out of your site…

 **... Click!**

With just a little "text link" imagination, you can dramatically improve the length of your reader's visiting time. And your chance of a sale.

How? Add a benefit-focused "mini-headline" text link under each button. They'll add interest, curiosity, and enough information to encourage her to click through.

Don't do it on the button -- there's not enough space, and usability issues arise. But you have more than enough room underneath to add a text link that will raise her interest and anticipation. Let's use this button as an example...



Yawn... "Can't be very good. After all, it's free. What good could it do me?"

Write instead...



How To Earn $100
A Day Selling Books
... From Home

"Hey, that sounds great. And I have nothing to lose -- it's free."

Can you see now why your hyperlinks should be treated as **mini-headlines**? As your visitor scans the page, every one of your links should be acting as a headline. Create sufficient **interest** to encourage your reader to click on them. Offer the promise of yet more good things to come.

Convey the **persuasive** message of "Click Me!"

Great concepts! Here are my own top dozen tips for making headlines that work...

1) Use strong active verbs (ex., slash, chop, stagger, etc.) to create powerful headlines with emotional impact... headlines that push your customer's hottest buttons!

2) Never accept your first stab at a headline -- keep improving until it's as good as it can be. I'll twiddle with it countless times before I "nail it."

3) Stir an emotion. Get the reader excited or fearful or protective.

4) Use the present tense, or the imperative which is far more emphatic. Use "you."

5) Use words, preferably short, that create images or pictures.

6) The headline must stand on its own. Your visitor must understand where the following text is going.

7) Don't care about what non-targets think of your headline. Don't write for them -- you're not after them. Focus on your target.

8) Ask a question that begs to be answered.

9) Make only believable promises -- don't get carried away with hype.

10) Use upper and lower case letters (typical title-style), NOT ALL CAPS (screams).

11) Maintain a consistent color and size for all your headlines.

12) Sometimes, where appropriate and for extra credibility, put a headline inside quotation marks (ex., "The Most Powerful Word Processor Yet").

8.8. How & When Headlines Get Born

Let's help you understand the thinking behind headline writing. An insight into the psychology of this important subject will substantially strengthen your writing abilities.

Imagine the typical working day of a professional copywriter. There he is in the sun, **sitting on the porch…**



... overlooking a beautiful, calm, blue lagoon.

Between refreshing cold beers, he applies his gifted talents to the job in hand, and writes a fantastic piece of sales copy in 2 hours. Then he puts away his 50 year old Remington typewriter, sits back and waits for his big fat check.

At least, that what it's like in the movies. **If only!**

The reality is that writing successful copy is…



... 90% hard work.

And every copywriter knows how it feels to beaver away for hours, even days, translating his ideas into a successful sales message. Writing, re-writing, sharpening and polishing, until the copy has the energy to stand up on its own feet and **sell**.

And all copywriters have been guilty, at one time or another, of leaving the headline until the last moment. After all, the headline **is** only a few words!

Wrong. The results always suffer.

Yes, you may come up with a good headline. But not your very best!

Because after you've finished writing your sales message…

**... your creative energy is spent.** The passion you felt at the start of your project is drained. And your initial enthusiasm has been diluted.

So you relax and take your eye off the ball. Uh, oh!

The result is a headline that is only a shadow of the potent sales message you've just written.

And yet we already know that 80% of your readers will only read your headline. It's by far the key element in your sales message. Doesn't it make more sense to put 80% of your time and effort into creating those few words?

These words will be scanned by 80% of your readers!

So...

8.9. Write Your Headline First

I know Ken writes his headlines a bit later in the process, so let me tell you when I write my headlines and why -- from my personal point of view...

I write copy only after an exhaustive examination of the product. I list features, benefits, and the USP. I know who my "ideal" customer is, how to find her and think about her mindset.

From now on, I will never have as much knowledge, excitement and passion about the product as I do right now!

I think of it this way...

When is the best time to tell your friend about a terrific idea you have? Tomorrow? Next week?

It's right now, of course!

Hey, you can't keep an idea like that bottled up can you? You want to rush over there and get if off your chest right now! And when you tell him about your brilliant idea, do you simply explain it?

Not on your life… You sell it!

And even if your words are not the most descriptive you've ever used, it doesn't seem to matter. Because your **enthusiasm and excitement** bubble over into your "sales pitch." The fiery **passion** in your belly infects your friend so much that **he nods his head…**

**... and becomes infected himself.**

But how would you sound if you waited until next week and strolled over to tell him the same story, about the same idea? A little less enthusiastic, huh? Rather less passionate? And probably a lot less convincing?

You bet! **That's why I write my headlines first.**

It has to hit my reader in the heart or the head. It has to stir an emotion or make a promise. And I have to catch her eye with something she wants.

Not something she needs.

What's the difference? She needs bread to live. But she may want to eat out every day. She needs a dress for work. But she may want a designer business suit.

So my headline should create excitement and instantly paint a positive picture in her mind. A picture of something she wants. And the best time to inject these feelings into my headline is when I'm feeling this way myself. And when are those feelings most intense? Yup...

Before I write my sales message!

But believe it or not, it gets even better!

I have everything fresh in my mind. I have examined all the **features, benefits, and product information**. So I just wrote the most persuasive headlines possible. **Then something…**



... magical happens! I now find it a **hundred times easier** to write my sales message!

How? Simple. My headline sets the **"theme"** for my main copy. The passion of my headline sets the **"mood"** of my message.

And because everything I want to tell my reader is fresh in my mind, my own mindset is positive. I can't wait to get my message across to my reader. So my sales message practically writes itself!

That's the power of the mind, working for me... and for you, I hope! So just swim with the current and turn that power into something magical!

Don't close your mind to this simple concept. If successful copywriters use it, why keep on trying your old way?

Just do it!.

Well, dear reader, I hope you've learned as much about headlines as I have. I have always written my headlines at the end of my first draft (see my comments in next section). But I'm certainly going to give Joe's approach a shot.

It makes sense to write them when you're fresh and excited. And by writing them first, the opening headline and subheadings can be used to flesh out where you are going with your site and tell your story ahead of time.

Use Joe's **7 Pro tips** for headline writing -- refer to them when you're stuck for a great headline. I'm sure that one of the seven will spark an idea! And finally...

Never call it quits until you are satisfied that a headline simply could not be better.

Once you've done that hard-thinking, creative and exciting part... what's left is to simply fill in good benefit-focused copy and to tweak any necessary small refinements in the headlines to ensure a good fit with the copy.

Makes good sense. If it works well, I'll stick with this new way to write copy. If it's not what I hope, here's how I do things now...

The Process

Joe and I see eye-to-eye on most things, but when to write a headline is probably more of a personal preference...

I only do the headlines **after** I've written most of the first draft of the copy, **before I polish it**. My process kind of goes like this...

1) Develop or position our product for Web sales. Prepare list of features and benefits.

2) Target market -- prepare thumbnail sketches. Personality type.

3) Offline marketing -- how will online and offline help each other?

4) Competition -- evaluate products and copy on their sites.

5) Site goals -- set and get MWR and Backup Responses. Other functions, such as branding or customer support?

6) Design and usability -- establish the look and feel, develop the navigation structure and build in usability.

7) Write the opening paragraph -- this is probably the single hardest task. Our site has high conversion rates. But I'm still not happy with any of our products' opening paragraphs. I still stop at them and say, "Geez, I could do better than that."

8) Layout the pathway of the copy -- my route to getting the sale

9) Write a good chunk of the main "selling" copy -- don't worry about typos or getting it perfect. Just let it fly. Once I have a good bit of copy done and it starts to take shape...

10) Now start working on headlines and joints -- joints are the key phrases that pull the reader from one page to the next. And they divide my copy up into digestible pieces. That's why I start writing headlines now. I'll be watching now to make sure that my headlines also form a mini-outline of the entire copy. I love that idea from Joe.

11) Polish the copy and keep improving the headlines until they simply can't be made any better. Sweat this -- it makes all the difference.

12) Read it out loud. Fix what sticks or sounds hollow.

13) Ask wife to read out loud. Fix again.

14) Send to key employees and a few customers for opinions. Revise again.

15) Do usability testing (we do this for more than just the copy). Final revision

16) Go live.

One last point.. a bit of detail about the process itself...

First, I literally surround myself with a thesaurus, a book of similes, and a book of quotes. I've got a bunch of other neat and weird reference books (outlined in Automatic Response Words), but these are the basics.

Second, I drill the MWR into my brain. From here on in, everything that I do is geared towards convincing my visitor to deliver my MWR. So the MWR is the first thing that I finalize.

Yes, I start at the end. Otherwise, how do I know where I'm going?

Only then do I write the opening paragraph... my big gun, as I call it. Then I flesh the opening page out with sales copy. I may add headlines at this stage, if inspiration strikes -- but it's not my main focus yet. Finally, I finish that all-important opening page with a "first try" at a joint that pulls the customer to the next page.

OK, now I write the next 2-4 key pages that lead to the MWR closer page. I develop the most critical aspects like testimonials, the guarantee, and product features. Or, more recently, I incorporate all this into a single, longer page that ends in a link to the order page.

I use an outlining software, but a word processor will do. I underline what will appear as links on the Web. I insert notes about ideas for graphics in the appropriate places. But I don't write the html yet. That comes last.

Now to the fun page... **the closer.** I build an irresistible offer and a crystal-clear call to action into the MWR closer page. Then do the same for the Backup Response.

Phew! First draft is done.

At this point, I start to sweat on the **headlines**, dividing each page into tasty bites, with a headline serving as the appetizer. And I focus, too, on my **joints** at the end of each page -- they must pull the reader through to the next page.

After this, the hard work starts... **polish, polish, polish.**

9. How To Read A Mindset

"Imagination is more important than knowledge."
-- Albert Einstein

In selling, **mindset** means...

"How a potential customer's in-built attitudes, instincts and prejudices make her react to your sales presentation."

Read that again, because it's important.

In other words, our decision to buy or not to buy, depends on the "mood" we're in, and how our minds react to...

… **how** we're being sold as much as...

... **what** we're being told!

OK. We covered a mindset earlier, briefly. Now it's time for an in depth examination of the concept.

Suppose that your mind is set on buying a bright yellow 2 seater roadster. A lesser salesperson will write you off without trying if he hasn't got what you need.

On the other hand, say he determines that your mindset was really to feel the excitement of the wind in your hair and to dream of the open road. He may be successful trying to sell you his dark blue 5-seater convertible, in that case.

To understand the mindset of your reader...

- Anticipate her **objections**
- Identify her specific **needs**
- Find out what she really **wants**
- Offer a solution to her **problems**

And you'd do all this before you write a single word of sales copy!

Relax. **This isn't…**



...hocus-pocus. It's real. So stick with me!

Once you grasp the principles of this awesomely powerful concept, your online sales will rev up faster than you ever dreamed possible.

You will start writing sales copy and marketing materials that your reader believes were written specifically for her. Because they are written specifically for her!

You'll begin writing copy confidently and passionately. Your readers will find your Web content absorbing, motivating and credible.

And by understanding and applying this principle of mindset, you will gain a natural insight into writing.

Imagine this...

If you were talking face-to-face with your potential customer, wouldn't you find it a lot easier to sell her your product if you knew what she was thinking about your presentation? If you had the ability to read her mindset, wouldn't it be a whole lot simpler to sell to her by overcoming her objections before they arose?

And if you knew exactly what she wanted from a product like yours, don't you feel you'd be in a much stronger position to meet her needs?

Top-producing professional salespeople achieve their high volumes by "reading" their prospect.

They have learned how to pick up almost invisible signals of body language and speech mannerisms. They ask carefully loaded questions, which help them assess their prospect's lifestyle, background, family and social circumstances.

The salesperson's casual, friendly and informal style is, in reality, a finely tuned radio beacon. He's constantly asking carefully disguised questions, and listening to the answers coming back.

His antenna is relentlessly **filtering out the background noise…**

**... and tuning into his customer's real needs.** But more importantly, he's discovering what **his customer really wants**! **Then he provides it.**

Naturally, you can't actually see your customer on the Net (not yet!). And you're not working one-on-one. So it **is** harder to do. But it is **do-**able.

Before you **can** do it, however, you have to know...

9.1. The Difference Between Needs And Wants

Consider this scenario...

A lady is "just looking" at an exercise machine in a store.

Now she may say to the salesperson she needs a machine to lose weight, so she can become healthier! But she may actually want to lose weight to...

- Wear more glamorous clothes.
- Look more attractive.
- Be admired by her friends.

So the professional salesperson will skillfully ask the right questions and determine her mindset. Then find out what she really wants. Once he knows that he will stress the benefits of how his machine will...

- Take pounds off her hips, reduce her waist measurement and trim her thighs.
- Improve her complexion.
- Make her feel fitter and healthier.
- Make her **slimmer and…**

**... feel more attractive!**

In other words, he delivers exactly what she wants!

It's the same machine. And it does the same as the exercise machines sold by his competitors. But his competitors only offered her what she needed, instead of what she really wanted!

She may buy what she thinks she needs with her logic. However, she is much more likely to buy what she wants when you appeal to her emotions!

Grasp this difference and burn it into your brain!

Now you know that the secret to selling, on and offline, is to...

Find a **need...**

Determine the **want...**

And offer the solution to **satisfy that want**!

You do that by taking the time and making the effort to understand your reader's mindset at the very moment she's reading your sales message.

It only takes a little patience and the determination to learn how.

So let's get back to our salesperson again...

How does he read his customer's mindset? Well, the successful sales professional skillfully invites objections. What? Won't that kill the sale?

Nope. Just the opposite.

By bringing objections out in to the open, it gives him the opportunity to answer and overcome them. He knows it's the unanswered question that kills the sale!

In any sales situation, whether it be face-to-face, or reading a sales message, we all have objections of one sort or another. And sometimes we're not clear what our objection really is. That's why we come up with stock phrases like...

"Let me think about it." OR... "It seems great. I'll let you know."

But what we're actually thinking is....

"I like the idea but I need time to sort out whether I can afford it." OR... "I wonder if the color is really right for me?"

If these objections can be anticipated, or brought out into the open, they can be properly addressed and overcome.

Most of us, human nature being what it is, keep a lot of our thoughts to ourselves because whether we admit it openly or not... we have a natural instinct that tells us we shouldn't hurt anyone's feelings. And we often become embarrassed when we reject someone else.

The fact is everyone likes to be liked, so we protect ourselves by hiding our true thoughts. We don't come straight out and say, "Get off my back, I don't trust you." That's being offensive.

We don't like to admit that the price is too high. That indicates we have a lower "social standing" than we care to admit. Nor are we comfortable saying that we don't quite understand. For fear of appearing "dumb."

It's our own "fear of rejection" that's pulling the strings!

But what if you could somehow read and anticipate these fears and objections, many of which are unfounded? Think you'd sell a whole lot more of your goods and services than you do at the moment?

Sure would! Let me illustrate this with...

9.2. A Real Life Example

Not so many years ago, the sales tactics of a large auto sales company were "exposed" in the media. Used car salesmen? So what else is new?

This company had an extremely high sales conversion rate. Much, much higher than the industry norm. Why? They had a very potent sales tool working for them! They'd found a fool-proof way of learning every customer objection!

Most of their customers were married couples or partners. After the salesperson had finished a highly professional presentation and demonstration of the product, he would go for the "close."

And if he was unsuccessful, he sat them in a comfortable private office, with a cup of hot coffee, and made an excuse to leave them alone for a few minutes. In the next office he **listened** to his prospects by way of a **hidden microphone**!

Which simply **confirms your opinion about…**

**... used car salesmen.** Right?

Now the coffee was piping hot and it took a while to drink. Eventually, the couple openly discussed between themselves what they really thought of the deal, the company, and the salesman. Without fear of being overheard or pressurized, they talked about their doubts, objections, financial circumstances, needs, and what they really wanted! They discussed it openly and honestly between themselves.

The salesperson had discovered the perfect way to read his prospects' mindset. So when he returned, he knew exactly what was on their minds and what they really wanted from him. He was able to present a sales pitch which...

- Overcame their objections,
- Suited their needs, and...
- Gave them exactly what they wanted.

"It was almost as if he had read our minds" was a comment made by many of their customers when interviewed by the media. How right they were!

OK. This was a highly unprofessional and unethical way of doing business. But it does show the kind of results you could achieve if you knew how to "read" your prospective customers by getting inside their minds.

Now as far I know, the geeks haven't yet devised a way of reading your visitor's mind when she clicks on to your Web site. Or how to activate a hidden microphone in your computer. But since it is so important to get into their heads, you simply must learn how to...

9.3. Think Like Your "Ideal" Customer

Presumably, you're not a Witch Doctor. And as a mere mortal, you probably don't have the magic gift of telepathy in your sales copy toolbox.

Nor does your potential customer come **face-to-face** with you. She may be at the other side of the world, reading your "sales pitch" on her browser.

So you can't invite objections from her because you won't be on the spot to answer and overcome them. And because you can't physically **see** her, there's no way you can watch her body language.

So you have to read her mindset, anticipate her most likely reactions to your sales pitch and overcome her objections before they arise. If you can learn to anticipate your reader's wants and real needs, you could provide those needs and wants in your sales copy.

And in the same way... if you could find a way to foresee her doubts and problems, you could solve them with carefully crafted words. Written in a way that convinced her that your product would provide the very answer she was looking for.

How can you achieve that?

- By **knowing** your "target" customer.
- By **thinking** like her.
- By **acting** like her.
- By learning her mindset.

There's no magic wand to wave. **They only work in…**

**... Disneyland!**

Instead, you will be employing a technique that only the very best copywriters and marketers use. A technique so effective that once you understand and begin to apply it, you will see your online sales literally multiply before your eyes!

And I promise you, this is **not** hype! It's an awesomely powerful technique that I call the...

9.4. Mindset Reading Technique

Here's how it works. Let's say your product is...

- A downloadable software package called "Miracle Traffic Software."

- Designed to generate traffic automatically to the customer's Web site (If you find one that works, let me know!)
- Takes about 10 minutes to learn and is very simple to use -- just two clicks and it's on auto pilot.
- Cost is $200.
- Comes with a 30 day free trial download and carries a 100% refund guarantee.

For this example, let's assume you already know and understand your "ideal" target customer. So your marketing, sales copy, Web site and advertising are all specifically designed to attract his attention.

Now let's study your "ideal" customer even more carefully. Imagine him in your mind's eye and draw a detailed picture of him.

He's...

- 30 - 40 years old, married with 2 children (5 and 7 years old).
- Middle manager with an income, $35,000 - $45,000 a year.
- Computer literate and technically minded, but not a geek.
- Runs part time Internet business from home and spends 15-20 hours a week building his Internet business.
- Hardened to "hard sell" techniques and easily recognizes "hype."

He needs...

A second income of $100 a week in the immediate future, building to $50,000 a year.

But what do you suppose he really wants? To give up his present job and work his Internet business full time, and eventually earn $100,000 a year.

"So What?," you ask? Great question! Well, that self-employed $100,000 per year would result in...

- Bigger house and better car.
- More holidays and more time with his family.
- No boss and the excitement and challenge of running his own business.
- Flexible working hours.
- The admiration of his friends and neighbors that success will bring him. (Never underestimate this. We all like to be admired and "respected.")

Beginning to get the idea? Are you starting to get a picture of him in your mind?

Can you imagine him sitting in front of his computer reading your Web site? Can you see him at 7:00 p.m. in his spare room studying what you have to offer? Can you see what he's wearing?

How he sits? How he talks?

Beginning to understand how to get inside his mind and "feel" like he feels? Have you got a reasonable idea of what he really wants from you? Are you beginning to see what his dreams, prejudices, problems and attitudes are?

In short, are you in a better position to read his mindset than you were a few moments ago?

Good...

Now let's see what makes him tick!

As a middle manager, how do you think he'll react if you "talk down" to him? If one of his staff explained a solution to him in "techie-speak" that he didn't understand, how do you think he would react? And since he deals with suppliers, contractors, and salespeople on a daily basis...

- How many times do you think he has been let down, lied to or been given empty promises by these people?
- How often has he experienced shoddy workmanship and poor after sales service?
- Because he spends 15-20 hours a week on the Internet, how aware is he of the scams, over-hyped claims and the abundance of inferior goods and services being touted on the Web?
- How much time, effort and money has he invested in researching the type of Internet tools he needs to build his business at his present net-savvy level?
- How much do you think he knows about your competitors' products?

OK. So now what do you know about him? One heck of a lot!

1. His immediate need is a second income of $100 a week.

2. He wants to become self-employed on $50,000 a year.

3. Long term, he wants to double this income to $100,000 a year.

4. He wants himself and his family to experience the "good things" in life.

5. He needs help to build an Internet business to achieve these things.

6. Educated.

7. Confident in his own ability.

8. Enjoys a challenge.

9. Likes to take control.

10. Seeks results, not the technicalities of how they are achieved.

11. Delegates tasks and expects results.

12. Won't tolerate being talked down to.

13. Dislikes techie-talk.

14. Is fairly net-savvy.

15. Has looked at your competitors' product.

16. Has researched his subject well.

17. Doesn't accept promises at face value.

18. Can easily spot unprofessional behavior.

19. Needs facts and refund guarantee before buying.

20. Able to make own decisions but would probably discuss purchases over $100 with his wife.

21. Has a reasonable disposable income.

22. Spends almost up to what he earns.

23. Budgets his money carefully.

24. Owns one or more credit cards.

25. Wears blue jeans, red socks and white underwear?

So...

Now you know how he will react to big-time, red-hot hype, right?…

 **… Click!**

Time to concentrate. At this point, you know what makes him tick and click. It's time to visualize his mindset.

Picture him in your mind. He is sitting in front of his computer, clicking onto your Web site. Begin to think like he thinks.

He may think he needs traffic-building software, but what he really wants are the tools to build his Internet business and improve his lifestyle. He's been all around the Internet looking at several types of tools, which can help him achieve that. And he's pretty sure that traffic-building software is his next step.

You know his likes and dislikes. He's a little frustrated with all the different offers, prices, promises and over-hyped claims. You have a good idea of what he will be looking for when he reads your sales copy.

Then he comes across your site.

So...

- What is he **thinking**?
- What kind of **mood** is he in?
- What is he **hoping** to find on your Web site?
- But... what is he **expecting** to find on your home page?

In short, what will he be looking for that will persuade him to **buy** Miracle Software?

> Good point buried in the sentence above. You don't actually sell. You persuade the customer to **buy**. If this sounds so obvious that I should not have said it, think about it some more. 

So what will persuade him? How about...

- A conservative, gizmo-free, professional-looking site using persuasive rather than a hyped marketing message.
- A strong benefit-laden headline and jargon free professionally written sales copy that talks to him, not down at him.

- Detailed explanation of how it will generate extra traffic for his site and how he and his business will benefit.
- Backed up by checkable testimonials, a no-quibble money-back guarantee, a free trial download to prove it for himself and evidence of a first class customer service.
- Shows him that the one hour per day saved by using your software will free him up to build his business in other areas. And help him achieve his goal of gradually building a successful $100,000 a year Internet business -- rather than instant riches.

Does that fit in with his mindset? Will sales copy of this nature match his personality type?

Precisely!

Let's recap and see where you are now...

- You know how to answer his objections **before** they arise.
- You can eliminate his **doubts** about credibility and possible scams.
- Finally you are able to offer a **solution** to his problem, and take him a further step toward achieving his needs and satisfying his **wants**.

See the kind of **persuasive power** that you can build in to your sales message? If you can talk to your reader on a **one-to-one** basis, you have a massive advantage over your competitors. Understand and read the market, while your competitors are still fishing around.

You know the **secret** of **mindset reading.** Now you know how to really start **selling**! **Let's use it to transform your Internet sales and to…**

 **... burn off your competitors.**

10. Let's Use Your New Skills!

"The important thing is to not stop questioning."
-- Albert Einstein

OK, you know the theory. **It's time to try out…**



... the cape! Ready?

You and I are about to embark on an interesting exercise together. We're going to write copy together. It's going to be successful, sales-pulling copy. By now, you know that successful copy depends entirely on how convincingly you present the benefits of buying your product.

How can you be sure that every benefit is presented? And how can you be sure you've uncovered the best and biggest benefits?

"I know that answer now," you say...

"Just enter your customer's **mindset**, examine the product, list every feature and turn each feature into a benefit for the customer."

You are learning fast, grasshopper. **But that's only part of the answer. Let's look at it…**



... another way. How can you develop a comprehensive set of benefits, prioritize them, develop the correct USP, and then write a full page or two of copy that sells? **REALLY sells.**

We need a system that works for A-N-Y-O-N-E. Sure, I know that **you** are extraordinarily gifted. It's a pleasure to have a student like you! But geez, some of the pupils who pass this way can barely rub two copywriter pencils together.

So we need to tighten our system up so that A-N-Y-O-N-E really can do it. But how?

SWAT? is the answer!…



.. Swat??? Nope... no bugs are involved.



... SWAT??? No police, either.

SWAT?, as in... **"So What?"**

As you saw in an example a bit earlier, the **SWAT?** technique **forces** you to uncover the **maximum** possible number of **features** and **benefits** of your product.

It's a variation of a technique used by only a couple of top pros (that I know of, in any event!). Ken told me to pour everything into the book, so here are the details of my most powerful copywriting weapon, revealed for the very first time...

It's so powerful, so simple, and so magical, it will create more benefits than you ever thought possible! No hype! That's not my style. When you use SWAT?, your sales message and every piece of your marketing materials will literally write themselves.

There is no better way to explain SWAT? than by example. So...

10.1. Hey! You and I Have A Client!

For the next few chapters, you and I will write the actual copy for the promotion of a hypothetical product, The Miracle Dress Designer Home Business (MDD). Step by step, we'll do the...

- Web site copy
- order page
- follow-up sales letters
- e-zine ads

MDD is a complete home business package that enables anyone to design, produce, and sell any garment -- from the traditional to the very latest in high fashion.

What's that? Your particular product or service bears no resemblance to MDD?

It doesn't matter. The techniques for selling any product are the same. Actually, when you and I work through this "case study" for a product and market that you don't know and understand, your real copywriting challenge will be far easier.

Soon you'll be learning the precise methods you should use to produce exciting, persuasive and successful copy, written specifically for your customers and your product.

Let's introduce you to our new product...

10.1.1. Our New Product

Here's the "in a nutshell" description of the "Miracle Dress Designer" Home Business (MDD)...

- "Miracle Dress Designer" software that reduces the time-consuming "mundane" aspects of dress designing by automatically generating dress patterns to your individual design.
- Software recognized as being the easiest-to-use software of its type on the market.
- A comprehensive and interactive video tutorial.
- E-book showing how to start up and run a home based dress-making business.
- Free membership of monthly "Miracle Dress Designer Club" e-zine.

And there's more to MDD...

- Price $197
- Download plus CD by "snail mail."
- 30 day free trial.
- No computer or sewing machine experience needed.

Phew! That's our product. Now please allow me to introduce you to...

10.1.2. Our “Ideal” Customer

We must write and aim every single piece of our advertising and sales copy for one individual person. Our **“ideal” customer** thumbnail sketch...

- Home-based woman.
- Nil or basic sewing machine skills.
- Looking for a start up business to operate from home.
- Mostly with a family.
- Age group 25 plus.

And to round out the main details of our picture...

- Limited startup capital.
- Little or no business experience.
- Wanting to earn extra $100 + per week.
- 10 to 25 spare hours per week.
- Limited computer skills.

Now that we know our product and our customer, let’s decide upon...

10.1.3. Our Most Wanted Response (MWR)

OK. We just described our product and identified our “ideal” customer. Now what?

Well, I don’t know about you. But I can’t write anything until I know the purpose of the sales message. Every word, sentence, and paragraph has to focus on achieving the action that we want our customer to take. Right?

Right!

Knowing our visitor’s mindset, it’s hardly practical to expect her to spend $197, without convincing proof that our “Miracle Dress Designer Home Business Kit” will give her everything she wants. The best way to convince her? Let her try it herself for free.

So our MWR (Most Wanted Response) is to persuade her to...

Download our 30-day free trial.

OK. Now that we have the fundamental ingredients of our sales message, we can...

10.2. Pick The Easy, Low-Hanging Fruit

What have we got so far?

Well, we can list the following **features and benefits** without breaking a sweat. Based on what we know about product and target, it's easy to use the mindset and **features-to-benefits** techniques to develop the obvious stuff...

Feature. Detailed and easy to understand "how-to" e-book on setting up and running a home-based dress making business.

Benefit. I will learn how to make extra money working from home, and still spend the time I need with my family.

Feature. Software that's simple to install and extremely easy to learn.

Benefit. I need no knowledge of computers. Just point and click.

Feature. No previous dress designing or sewing experience required.

Benefit. I don't have to learn a new profession. I can have my business up and running almost immediately.

Feature. Just point and click to custom-design 250 styles of ladies' and children's fashions, in any size.

Benefit. I can design any style of garment from traditional styles to the latest high fashion, for myself, my friends, my children, and for resale.

Feature. Advises which type of material is suitable for any particular style or design you have generated.

Benefit. Ensures my finished garment is totally professional. I won't make any expensive mistakes.

Feature. Software automatically generates templates, calculates hem widths and type of stitch.

Benefit. Even a no-brainer can do it. Once I choose the design I want, everything else is done for me.

Feature. Easier to use than any other dress design software.

Benefit. I can produce a garment quicker than with other software.

Feature. Costs only $197.

Benefit. That's a reasonably affordable price to start my own home business. I can recoup that with my first 3 orders.

Feature. Easier to use than any other dress design software.

Benefit. Must be the latest on the market.

Feature. Takes just 30 minutes to install and learn.

Benefit. Must be really simple to use, with a fast learning curve.

Feature. Built-in comprehensive video tutorial.

Benefit. I can learn fast and easy from actual step by step examples.

Feature. Available for Mac or Windows.

Benefit. I can use it on my brand new Mac. Most biz opportunities only cater for PCs.

Feature. 12 months money-back guarantee.

Benefit. They must be confident I will be satisfied. I can use it for a whole year and if I find it's not for me, I can get my money back. Only a honest and established company would give a guarantee that long.

Feature. 30 day free trial download.

Benefit. I can download it free. If it's not as good as they say it is, I've lost nothing. They must be confident that I will like it.

Feature Download or CD-ROM.

Benefit. If I get the CD-ROM, I can reload it if something goes wrong.

Feature. Free help by e-mail.

Benefit. If I get stuck I can get help and advice. I'll never be left on my own. Seems like well established company.

Feature. Free membership of the Miracle Dress Maker Club e-zine with tips 'n tricks on all aspects of running a home dress making business.

Benefit. I can keep up-to-date with all the latest information. The e-zine will help me learn faster and help me grow my business quicker.

Now what?

We've got a good list, but it's just the starting point. Could we write some acceptable copy based on this? Sure, but we want to go way past "acceptable."

Let's start by choosing the biggest benefit. And to do that, we must...

Yup... Get into her mindset.

Once again, imagine her in your mind's eye. She's at home, wondering how to resolve her problem. Think like her! Write down her thoughts...

- "I'm a homemaker with a family."
- "I enjoy being a homemaker and looking after my children."
- "I have a little time on my hands and could do with some extra money for those little extras for myself and my children. An extra $100 to $200 would be ideal."
- "I can't take a part-time job because I need to be at home most of the time. So my only option is to start a little business from home. But which business?"
- "It has to be something I will enjoy."

Get another sheet of paper, she's been thinking about this for a long time...

- "It has to be flexible enough to work around my family because I need to be there whenever they need me."
- "I don't want to spend too much time and energy learning a whole new skill, and I don't have a great deal of money to spend on setting it up."
- "I haven't worked for myself before so I'm a little nervous."
- "I can't afford to make the wrong choice so taking a risk is not an option."
- "I've looked at several biz opps and am confused about which choice to make."
- "In an ideal world I would like to find a trustworthy company that offers a business opportunity which is... Easy to set up, let's me work when I want, inexpensive to start, enjoyable, and offers plenty of support and help if I encounter any problems."
- "To be honest, I need the courage and reassurance to make the big step into the unknown."

Well, now we know what she needs... But what does she really want?

She almost answered it herself...

"A risk-free, simple to set up and operate home business that doesn't interfere with my family life. An enjoyable business which earns at least $100 a week to treat myself and my family. This will give me a tremendous sense of achievement and a deep sense of satisfaction knowing that I'm giving my family the extra luxuries they deserve."

Now we're getting somewhere. We know who our "ideal" customer is and exactly what she wants so...

Let's "sit down" with her, and show her precisely how our "Miracle Dress Designer" (MDD) package will solve her problem and give her exactly what she wants.

We don't have to tell half truths or invent benefits which don't exist because we know that MDD will help her achieve what she wants. What we have to do is present "MDD" in the best possible light so she can see immediately that it will solve her problem.

For instance, if we were to tell her that...

```
Miracle Dress Designer is an advanced software package
which automates most of the difficult and mundane areas
of dress designing...
```

How do think she'd react?...

Oh geez, there's that mouse…

 **...Click!**

But now that we know what she wants, we can write our headline and sales message to precisely match her needs and her exact wants! And the tastiest ingredient in our headline is our USP.

Remember how to uncover it? Correct! Expand on our list of Miracle Dress Designer's benefits. Let's crank up the good old...

10.3. SWAT? Benefit-Generating Machine

What's that? You've never used this machine before? You're in for a treat!

This technique is the **Golden Key** that opens the lid of your treasure chest of persuasive and profitable sales copy.

Use it properly, without attempting any shortcuts. You'll find it actually "forces" you to uncover every single benefit your customer seeks.

The combined mindset and features-to-benefits technique allowed us to create 17 benefits (above). It alone is an excellent technique that most people **never** learn to use effectively. So we already hold a huge advantage over them.

But when you use the **SWAT? Benefit-Generator**, you'll see those 17 benefits explode into a massive list of over **100** features and benefits. Our competitors will be **left far, far behind.…**

 **... literally scrambling to catch up.**

It's such a staggeringly simple concept that, at first, you won't realize how well it is working. But you'll have to concentrate and **work at it**! If you do, your copy will almost write itself.

And the results will literally **transform** every aspect of your business.

So let's see the **SWAT? Benefit-Generator** in action, producing an incredible set of benefits and an unbeatable USP...

Remember the process?

We're sitting down with her and telling her how much our Miracle Dress Designer will improve her, and her family's lifestyle.

We're still in her mindset. And to every feature you offer her, she then asks you...

"So What?" And we have to reply with a benefit!

Yes. I know. You already did that once. But here's the key to the success of this amazing technique...

You have to keep answering the "So What?" question until it's impossible for her to ask that annoying question any more.

Take a minute to let that sink in. Such a simple idea is ever so easy to skip over. I make no apologies for repeating it.

"You have to keep answering
the "So What?" question until it's
impossible for her to ask
that annoying question any more."

Let's see what happens when we apply it to "The Miracle Dress Designer Home Business."

10.4. Let's SWAT? A Huge Benefit List

Let's do it, feature by feature by feature...

Feature. Detailed and easy to understand "how-to" e-book on setting up and running a part-time dress making business.

SWAT? You will learn how to make extra money working from home, and still spend the time you need with your family.
SWAT? You'll be able to afford to give your family a higher standard of living.
SWAT? They will appreciate you more...
SW...

Feature. Software that's simple to install and extremely easy to learn.

SWAT? You need no knowledge of computers. Just point and click.
SWAT? You don't have to learn a new skill.
SWAT? You'll save days or even weeks of hard work just to get started.
SWAT? You won't be distracted from your family life.
SWAT? You can start your own business immediately.
SWAT? Your family will begin to enjoy those extras within days.
SWAT? You will have achieved exactly what you want...
SW...

Feature. No previous dress designing or sewing experience required.

SWAT? You don't have to learn a new profession.
SWAT? You will have your business up and running almost immediately.
SWAT? Your family will begin to enjoy those extras within days.
SWAT? You will have achieved exactly what you want...
SW...

Feature. Just point and click to custom design 250 styles of ladies' and children's fashions, in any size.

SWAT? You can design any style of garment from traditional to the latest high fashions -- for yourself, your friends, your children, and resale.
SWAT? You'll confidently take orders for any size and style of garment.
SWAT? You won't have to turn orders away.
SWAT? You'll achieve high credibility with your customers.
SWAT? You'll win the respect of your customers as a professional.
SWAT? You can start taking orders immediately and from anyone.
SWAT? You will start earning money immediately.
SWAT? You can begin treating your family within days.
SWAT? You'll achieve everything you want...
SW...

Feature. Advises which type of material is suitable for any particular style or design you have generated.

SWAT? Ensures your finished garment is totally professional.
SWAT? You won't make any expensive mistakes.

SWAT? You will heighten your reputation.
SWAT? You will generate more orders and word of mouth referrals.
SWAT? You will expand your business quickly.
SWAT? You will earn extra money.
SWAT? You can afford the luxuries you want for your family.
SWAT? You will have achieved everything you wanted...
SW...

Feature. Software automatically generates templates and calculates hem widths and type of stitch.

SWAT? Just choose the design you want, everything else is done for you.
SWAT? Everything will be designed perfectly every time.
SWAT? You won't make expensive mistakes.
SWAT? You'll enjoy your work more.
SWAT? Earning extra money will be fun....
SW...

Feature. Easier to use than any other dress design software.

SWAT? You'll know it's the best and quickest software on the market.
SWAT? You will produce a garment quicker than with other software.
SWAT? You won't worry about having to spend more money on another brand of software.
SWAT? You won't be risking money on the brand of software to buy...
SW...

Feature. Costs only $197.

SWAT? That's a reasonably affordable price to start your own home business.
SWAT? You can recoup that with your first 3 orders.
SWAT? You won't have to make financial sacrifices to set up your business.
SWAT? Your family won't suffer while you're getting started.
SWAT? You won't have worries to distract you from your business...
SW...

Feature. Takes just 30 minutes to install and learn.

SWAT? It's really simple to use.
SWAT? You won't have to suffer the time and frustration of learning new skills.
SWAT? You can be confident you will be able to get started without any problems.
SWAT? You won't make expensive mistakes.
SWAT? You'll be making money, not spending it.

SWAT? Your family will start enjoying the extra money straight away...
SW…

Feature. Online interactive video tutorial.

SWAT? It's the easiest and quickest way to learn.
SWAT? You will learn fast and easy from actual step by step examples.
SWAT? You will produce your first completed garment within hours of starting your business.
SWAT? You'll feel a terrific sense of achievement.
SWAT? Your apprehension about starting a business will quickly disappear...
SW…

Feature. Available for Mac or Windows.

SWAT? Most biz opportunities only cater to PCs.
SWAT? You can use it on a Mac if you ever choose to buy one...
SW…

Feature. 12 months money back guarantee.

SWAT? You can use it for a whole year and if you find it's not for you, then you get your money back.
SWAT? We must be confident that you will be satisfied.
SWAT? Only a really honest and established company would give a guarantee that long. Most only give 30 days.
SWAT? It must be everything we say it is.
SWAT? If it wasn't, we would be foolish to offer such a long guarantee.
SWAT? Your decision to buy from us is totally risk free.
SWAT? You won't be any worse off if you tried it then asked for a refund.
SWAT? Your startup capital is totally protected.
SWAT? Your family, and your confidence, won't suffer...
SW…

Feature. 30 day free trial download.

SWAT? We are absolutely confident you will like it.
SWAT? You have the chance to try it out without risking a dime.
SWAT? You will know for certain whether it is everything you want for your ideal home business.
SWAT? If it's not what you want, you've risked nothing...
SW...

Feature. Download and CD-ROM.

SWAT? You can run from the CD if you haven't much space on your hard

drive. And if you load it into your PC, you won't lose your program if your PC crashes.

SWAT? Your business is totally protected.
SWAT? Your income won't suffer.
SWAT? Your family won't be affected....
SW...

Feature. Free help by e-mail.

SWAT? If you get stuck you can get help and advice.
SWAT? You'll never be left on your own.
SWAT? You won't have to struggle to learn your business.
SWAT? You will establish your business faster.
SWAT? You will start earning faster.
SWAT? Your family will benefit quicker...
SW...

Feature. Free membership of the "Miracle Dress Maker Club" e-zine with tips 'n tricks on all aspects of running a home dress making business.

SWAT? You will keep up-to-date with all the latest information.
SWAT? You will keep bang up-to-date on everything in your industry.
SWAT? You will design the most up-to-date garments for your customers.
SWAT? They will return to you for the latest fashions.
SWAT? You will build a larger base of loyal customers.
SWAT? You will get more repeat orders and referrals.
SWAT? You'll make more money.
SWAT? You will provide even more luxuries for your family.
SWAT? Your family will appreciate you more.
SWAT? The family bond will grow stronger...
SW...

See what's just happened? We started off with 17 features. From those 17 features, we originally generated 17 benefits. By using the SWAT? Benefit-Generator we have multiplied 17 benefits into 92, giving you a staggering total of...

... 109 features and benefits!

Imagine how persuasive and exciting your copy will be when it's loaded with 109 features and benefits. Every one of which is **specifically** identified to satisfy your reader's needs.

And each one provides exactly what she really wants.

One of the hardest things about good copywriting is generating benefits rather than getting stuck on features. The SWAT? technique is sheer genius. SWAT? is something you **must** do, along with the **three key steps to great headlines** that Joe outlined earlier. (Quick review of the steps...do headlines first, make them tell a story, and follow the seven "pro" techniques.)

Use SWAT? on every one of your benefits until you just **can't** SWAT? any more. It will make your copy far stronger.

Think about how she now feels... having just seen our competitors' copy, which contains a **mere fraction** of the benefits that we're offering.

Interested? Very interested? Reassured? Excited? More than that...

Ready to buy!

OK, in a few cases, the same benefit was generated from several different features. But doesn't that tell you something? Doesn't it tell you that perhaps this may be one of the strongest benefits of MDD?

Now let's stay in her mindset and go through our final list, looking at it from her point of view. Keep what she needs constantly in the forefront of your mind, partner. And most importantly, what she really wants. Which is...

"A risk free, simple to set up and operate home business that doesn't interfere with my family life. An enjoyable business which earns at least $100 a week to treat myself and my family. This will give me a tremendous sense of achievement and a deep sense of satisfaction knowing I'm giving my family the extra luxuries they deserve."

Which of our benefits will give her what she specifically wants? How about...

- You will learn how to make extra money working from home, and still spend the time you need with your family.
- You can start your own business immediately.
- Earning extra money will be fun.
- You won't have to suffer the time and frustration of learning new skills.
- You'll feel a terrific sense of achievement.
- Your family will quickly begin enjoying the extra income.
- You have a risk free chance to try it out, without spending a dime.

Now from her point of view, combine these benefits into a summary which promises her exactly what she wants which is...

1) Feel a terrific sense of achievement

2) Start your own fun business immediately

3) Without risking a dime

4) Still spend the time you need with your family.

How about...

With Miracle Dress Designer you quickly begin enjoying the fun and totally risk-free satisfaction of making an extra $100-$200 weekly for your family, without affecting your family life in any way.

Now we can ask final questions...

Does that sum up everything she wants?

Do you think our competitors will be offering her so much? Or will they be stating the same bland and “me-centered” list of features as everyone else, and desperately dangle them as bait in the big pond?

And which site do you suppose will appeal the most to our reader? Ours? Congratulations. I’ll pat your back... you pat mine, because...

We just uncovered our USP!

But we have achieved more than that. Much, much more.

We have also uncovered 109 features and benefits that will make our headlines and sales copy into the most persuasive message our reader will ever come across.

Why?

Because our USP and every single benefit are exactly what she is looking for! Our carefully created sales message written specifically for her will solve her problem and give her the reassurance and courage she needs to buy from us.

Competition?…

**... What competition?**

But brace yourself... it gets even better. Because believe it or not, you ain't seen nuthin' yet. Now for some magic -- nothing up my sleeve and...

10.5. Presto!... The Copy Writes Itself!

So far, we have a way to create something that most people find too difficult to even attempt... the correct USP! This is a powerful advantage. We also have an efficient and effective way to uncover the maximum number of benefits, especially created for our specific customer.

And we have much more...

We also have the secret to writing the most irresistible and persuasive sales message you could ever imagine! Our competitors' sales copy will appear lifeless by comparison!

Here's the proof...

Look again at our list of 92 benefits and 17 features.

Remove the SWAT?s

Link each feature and benefit with a "So," "but," "also," "and," "when," etc., and then...

Read through our list as if it were a complete message.

Notice anything? Isn't it amazing? Almost unbelievable? **We have already written 90% of our sales copy!** And it's sales copy that's absolutely saturated with every single benefit that our customer could ever wish for!

Awesome. That's the only word for it.

Because with careful editing, the addition of some strategically positioned power words, and a couple more professional techniques (to be covered shortly), our list will quickly transform into the most effective sales message possible.

And it will be written specifically for our "ideal" customer. We will be speaking directly to her and saying...

“I know exactly what you want. So…



... here it is on a plate.”

And she’ll buy!

Wow!

So let’s put our first draft together.

Let’s not worry about the grammar or the layout. This is merely a linked list of our features and benefits...

The Miracle Dress Designer Home Business Package contains everything you will ever need to start up and run your very own home business.

(This unique and easy to set up package contains...)

A detailed and easy to understand how-to e-book on setting up and running a part-time home-based dress making business.

So you will learn how to make extra money working from home, and still spend the time you need with your family.

Owning your own dress design business means you’ll be able to afford to give your family the higher standard of living you know they deserve.

The software is simple to install and extremely easy to learn. So...

You don’t need any knowledge of computers.

Just point and click. So you don’t have to learn a new skill. And you’ll save days or even weeks of hard work usually needed just to get started. So you won’t be distracted from your family life.

It means you can start your own business immediately and your family will begin to enjoy those extras within days.

The Miracle Dress Designer is so unique that you need no previous dress designing or sewing experience. So you don't have to learn a new profession. Just point and click to custom design 250 styles of ladies' and children's fashions in any size.

This enables you to design any style of garment from traditional styles to the latest high fashion for yourself your friends your children and for resale.

You'll confidently take orders for any size and style of garment and you won't have to turn orders away. You'll achieve high credibility with your customers and win the respect of your customers as a professional. So you can start taking orders immediately and from anyone.

Start earning extra money immediately.

This incredibly advanced software even advises which type of material is suitable for any particular style or design you have generated, ensuring that your finished garment is totally professional in every respect. So you won't make any expensive mistakes.

This will help heighten your reputation with your customers which will generate more orders and word of mouth referrals expanding your business quickly and effortlessly.

And, of course, earning extra money yourself and your family.

It automatically generates templates and calculates hem widths and type of stitch. You just choose the design you want and everything else is done for you.

So everything will be designed perfectly every time eliminating costly and expensive mistakes.

You'll enjoy your work more.

In fact you will soon realize that earning extra money will be fun.

Miracle Dress Designer is easier to use than any other dress design software. So you'll know it's the best and quickest software on the market.

You will produce garments quicker than with other software without the nagging worry about having to spend more money on another brand of software in the future.

The very reasonably affordable price means that you can recoup your investment with your first 3 orders. So you won't have to make financial sacrifices to set up your business. And your family won't suffer while you're getting started.

It takes just 30 minutes to install and learn.

It's really simple to use. And because you won't have to suffer the time and frustration of learning new skills you can be confident you will be able to get started without any problems.

And because you won't make expensive mistakes you'll be making money not spending it.

Online interactive video tutorial

Miracle Dress Designer video tutorial makes it the easiest and quickest way to learn.

You will learn fast and easy from actual step by step examples and be producing your first completed garment within hours of starting your business.

You'll feel a terrific sense of achievement and your apprehension about starting a business will quickly disappear.

Available for Mac or Windows

Most biz opportunities only cater for PCs. But you can use Miracle Dress Designer on a Mac if you ever choose to buy one.

12 months money back guarantee.

You can own Miracle Dress Designer for a whole year and if you find it's not for you then you get your money back.

So you can see we must be confident you will be satisfied. Only a really honest and established company would give a guarantee that long and most only give 30 days. And it must be everything we say it is. If it wasn't we would be foolish to offer such a long guarantee.

So because your decision to buy from us is totally risk-free you won't be any worse off if you tried it then asked for a refund. And your start up capital is totally protected.

30 day free trial download

We are so confident you will like it you have the chance to try it out without risking a dime. After 30 days you will know for certain whether it is everything you want for your ideal home business.

And if it's not what you want you've risked nothing....

Download and CD-ROM

You can run Miracle Dress Designer from the CD if you haven't much space on your hard drive. And if you load it into your PC, you won't lose your program if your PC crashes.

So your business is totally protected and neither your income or your family will suffer.

Free help by e-mail

If you get stuck you can get help and advice so you'll never be left on your own. We make sure you won't have to struggle to learn your business.

This will establish your business faster and you will start earning faster.

Free membership

You will automatically become a member of the Miracle Dress Maker Club e-zine. With tips 'n tricks on all aspects of running a home dress making business you will keep bang up-to-date on everything in the dress making and fashion industry.

So you will design the most up-to-date garments for your customers and they will return to you for the latest fashions.

You will build a larger base of loyal customers and you will get more repeat orders and referrals. And make more money of course to provide even more luxuries for your family.

Real magic! Remember, this is not our **final** sales message!

Word for word, this is our original list of 109 benefits and features simplistically linked together with a few joining words.

But what a first draft!

Later, we'll learn how to **edit and restructure this draft copy** into a finely tuned and professionally crafted benefit-saturated, order-generating sales message.

Recap what we have achieved so far...

- Focused our MWR (Most Wanted Response).
- Established the mindset of our "ideal" customer and discovered her needs. But more importantly... found out what she really wants.
- SWAT?ed 109 powerful features and benefits which are relevant to her.
- Discovered our USP.
- Written the first draft of our sales message.

And, to top it all off, you and I now have everything we need to create the most important item in our sales message that will either make or break our whole marketing effort...

Our opening headline!

So why don't we do that right now?...

10.6. Let's Create Our Headline

Here we go again. Somehow, you and I always seem to end up at the same place…

 ... inside our “ideal” customer’s **mindset**. It’s just you, me and her. No-one else matters.

Bear in your mind that we can’t sell to all potential buyers. Perfect the method of selling to an ideal individual. So from here on in we must focus on her thoughts...

She’s just clicked through to our Web site. What’s going through her mind? Imagine her surfing yet again, looking for the answer to her problem.

How is she feeling? What’s her attitude like? She’s looked at so many “opportunities” and is beginning to become a little **cynical, perhaps confused, frustrated, or even…**

 **... despondent!**

She probably isn’t quite sure what kind of business she’s looking for. But we have a terrific advantage over our competitors. We know **exactly** what she wants!...

“A risk-free, simple to set up and operate home business that doesn’t interfere with my family life. An enjoyable business which earns at least $100 a week to treat myself and my family. This will give me a tremendous sense of achievement and a deep sense of satisfaction knowing I’m giving my family the extra luxuries they deserve.”

Perhaps she visited a few other sites just before she found ours. So her visit may even be a little half-hearted. She certainly isn’t convinced our site is going to offer the answer. OK, let’s be frank... she’s downright skeptical.

So we know... In order to grab her attention, we must immediately show her that we can solve her problem and give her exactly what she wants. And we have three seconds to do it!

The only way to achieve this is with our headline. But not just any ordinary headline. Our headline must boast our USP -- it must promise her that we have the ideal solution to her problem. It has to say...

“Look no further. Here’s the solution to everything you want.”

And it has to be front and center on the Web page... “in her face.” So do you think she will be filled with enthusiasm and excitement if she reads a headline saying…

```
The Miracle Dress Designer Generates
Templates Faster Than Any Other Software
```

Ugh! A “feature” headline won’t do it for her. She’s not thinking, “Geez, I want speed.”

Does this headline seem familiar to you? Not the “Miracle Dress Designer” part, but the “type” of headline. Look at the message. Ring any bells?

It’s the kind of bland, uninteresting and ineffective headline we see on so many Web sites, including those of our competitors. It’s the kind of headline they’re using as “bait” to fish in the big pond. Now we see why they get so few bites.

It’s a **“me”** message. It advertises a **feature**. It appeals to a **tiny percentage** of potential customers -- existing dress designers specifically looking for a quicker software package.

It doesn’t answer our “ideal” customer’s over-riding question...

“What’s in it for **me**?”

So it’s a failure!

What then **do** we write? Here’s where our hard work starts paying off. Let’s look again at our USP.

```
With Miracle Dress Designer you will quickly begin enjoying
the fun and totally risk-free satisfaction of making an
extra $100 - $200 weekly for your family, without affecting
your family life in any way.
```

This one phrase offers our reader everything she **wants**. So why don’t we use this as our headline?

We also know her attitude. She’s in a hurry and so she does what most of us do... She scans! Her eyes quickly dart over our text, searching for something to grab her attention. She’s looking for a word or short sentence that will ring a bell in her mind.

We must **stop her scanning** immediately, or she'll be gone. Keep her attention. Persuade her to begin reading at the **top of our sales message**, or we'll miss the opportunity to draw her into the body of it.

So let's condense or **re-write our USP** into a **short punchy headline**. A headline which will grab her attention immediately.

Time to look closely at our USP again...

```
With Miracle Dress Designer, you will quickly begin
enjoying the fun and totally risk-free satisfaction of
making an extra $100 - $200 weekly for your family, without
affecting your family life in any way.
```

Which words do you feel would give her that? "Miracle Dress Designer?" Hardly. At the moment, she doesn't even know what it is.

Let's try...

"Fun"

"Risk-Free"

"Quickly"

"Extra $100 - $200 weekly"

"Family"

OK. These words should trigger a **reaction**. After all, each one describes at least part of something she wants. But be careful because this is where so many people make a huge mistake.

They try too hard to come up with power words. They see these words used all over the Internet, in e-zine ads and on Web sites. Hey, so many marketers are using them! They must work, right? So they unwittingly do the same.

This type of marketer comes up with a headline like...

```
How to make $100,000 a year part-time
with Amazing Home-Biz opportunity
```

Or...

```
End your money worries forever
working just 10 hours a week
```

OK, OK. I can almost hear you saying, “But what’s wrong with headlines like these?” After all...

They tell the reader she can make extra money, don’t they? They tell her she can do it from home, don’t they? And that’s what she needs, isn’t it?

Yes on all counts. But...

Where is “what she wants?”

And most importantly, she will have to read well into the sales copy to find out if our business opportunity will deliver the exact solution to her problem. She has visited lots of sites and scanned pages and pages of copy, only to discover that the business didn’t suit her.

She has seen so many “get-rich quick” schemes, complicated business plans, and far-fetched claims by so called successful “Netrepreneurs,” that her eyes are glazing over.

We’re in her mindset. So we know better than anyone that she just isn’t interested in a headline that she has seen a hundred times or more.

What about using the hyped up “hard sell” type of headlines that constantly thrust themselves at her? How about something like...

```
$$$$$$$$$$$$$$$$$$$$$$

Discover the secrets to making
$$ thousands in your spare time

$$$$$$$$$$$$$$$$$$$$$$$
```

Will that impress her? Oh yeah. 

How about...

```
How to make $100,000 or more a year working
from your kitchen table in your pajamas
```

Not another pajama line!!! 

Will those headlines grab her? Never in a million years. And we both know why. Is it because she doesn’t wear pajamas?

No, it's because she's seen it all before! She's **immune** to it. They don't offer her what she really wants. In fact, headlines like these are almost invisible to her!

How do we get her attention and start the selling process? The simple answer is...

10.6.1. No Need Hype, No Need To Be Clever

In fact, it's so simple that it's difficult to understand why everyone doesn't do it...

Just promise to give her exactly what she wants! Our competitors can't because they don't know that. Our visitor wants to earn an extra $100 - $200 a week. So why beef it up to $100,000 a year?

Yes, I know that $100,000 a year is a heck of a lot more than $200 a week. But don't you think $100,000 may look **unbelievable, even unattainable to her**? After all, her…



... B.S. detector is already working overtime.

She wants and can already imagine herself earning $200 a week. So promise her what she wants! And let's substantiate our promise in...

Our subheading.

Our opening paragraph.

And our sales copy.

Like this...

```
The ideal risk-free way for homemakers
like you to earn extra money
```

But this only delivers **part** of our promise. It's enough to grab her attention. We must follow it immediately with a subheading that offers her exactly what she wants.

Here goes...

The Miracle Dress Designer Home Business is the fun way to enjoy the totally risk-free satisfaction of making an extra $100-$200 a week for those little extras, without affecting your family life.

Now let's tighten it up and add "punch" to our promise. Using some of the tips we learned earlier, we can make our headline as powerful, as persuasive, and as intriguing as possible to give it maximum impact.

- Add a "reasonable and relevant" power word. She's been looking around for a long time so how about... "At last" or "Discover" or "How to."
- To give it more of a me-to-you feel, let's contain it between quotation marks.
- Delete every word that doesn't add to the impact of the message.
- Start each word in the main headline with a Capital Letter and increase the font size to give it more impact.
- Remove the period at the end of the sentence to ease the flow from one sentence to another.

Now let's see what we have to offer...

"At Last, The Totally Risk-Free Way For Busy Homemakers Like You To Earn Extra Money"

"The Miracle Dress Designer Home Business Is The Fun Way To Enjoy The Totally Risk-Free Satisfaction Of Making $100 - $200 A Week For Those Little Extras - Without Affecting Your Family Life"

Look at it critically, still in her mindset...

Do these two promises offer her everything she wants? Are they good enough to persuade her to stop scanning? Do you think she'll be interested or even excited enough to read our main sales message?

Will this be a much stronger and more persuasive headline than our competitor's?

Yes? Congratulations! Our Web site has just…

**... captured** our “ideal” customer! She’ll read the rest of our copy, as long as it continues to deliver what she wants.

> As I said earlier, I write the headline first while I’m fully primed, and before I get into the longer job of writing the full body copy. **The linked list of features and benefits above** is just a “pre-first draft” of the body copy. We’ll use it to write the body copy together in the next section.

Let’s review what you and I have achieved so far...

- Identified our **target market**.
- Described our **“ideal”customer**.
- Established her **mindset**.
- Discovered her **needs**.
- Discovered what she really **wants**.
- Discovered the awesome power of the **SWAT? Benefit-Generator** and uncovered **109 features and benefits**.
- Created our **USP**.
- Written our **opening headline**.
- Written our first **subheading**.
- Written our **draft sales message**.

Think we’re getting somewhere? I’ll say we are. Even at this stage, we’re way ahead of the competition! Remember them? The 95 percenters?

Wait until you see what’s ahead...

10.7. Starting The Sales Message

This is the moment when so many copywriters begin to feel overwhelmed. In fact, they can feel downright intimidated. So much to say, yet so little space to say it in.

Know the feeling? Apprehension grips the stomach and freezes the thinking process. Gray matter turns to solid stone. They stare at that intimidating blank screen or an unforgiving sheet of paper and think...

“Oh no. Where on earth do I start? I know what I want to say, **but I feel like a...**

 **... dunce.** How do I say it?”

“All those copywriting articles I’ve read.” “All that advice.” “For what?” After several false starts, desperation creeps in and they think...

“Good writers are so much smarter than me. It’s easy for them. They must have a natural talent. Who am I to think I can write as well as them?”

But now **you** know better, don’t you? You **know** that you can write as good as anyone... errr, as well as anyone. So if this ever happens to you, just calm down and...

Don’t panic!

You already have the proof that great persuasive copy isn’t produced with smoke and mirrors or mystery. It takes neither a “good” education nor a special gift. It’s simply a case of having the self-discipline to follow the correct guidelines, and to tackle one thing at a time.

After all, just look at how much we’ve already achieved with the simple use of SWAT?. **We’ve written a terrific headline** and our…

 **... computer wrote a first draft of our sales message** all by itself!

Let’s review our list of benefits, linked into first drafts of blocks of sales copy...

1) The Miracle Dress Designer Home Business Package contains everything you will ever need to start up and run your very own home business

2) It contains a detailed and easy to understand “how-to” e-book on setting up and running a part-time home-based dress making business.

3) So you will learn how to make extra money working from home, and still spend the time you need with your family.

4) Owning your own dress design business means you'll be able to afford to give your family the higher standard of living you know they deserve.

5) We are so confident you will like it you have the chance to try it out without risking a dime. After 30 days you will know for certain whether it is everything you want for your ideal home business.

6) And if it's not what you want, you've risked nothing...

7) The software is simple to install and extremely easy to learn. So...

8) You don't need any knowledge of computers. Just point and click. So you don't have to learn a new skill. And you'll save days or even weeks of hard work usually needed just to get started. So you won't be distracted from your family life.

9) It means you can start your own business immediately and your family will begin to enjoy those extras within days.

10) The Miracle Dress Designer is so unique that you don't need previous dress designing or sewing experience. So you don't have to learn a new profession. Just point and click to custom design 250 styles of ladies' and children's fashions, in any size.

11) This enables you to design any style of garment from traditional styles to the latest high fashion, for yourself, your friends, your children, and for resale.

12) You'll confidently take orders for any size and style of garment and you won't have to turn orders away. You'll achieve high credibility with your customers

13) You'll win the respect of your customers as a professional. So you can start taking orders immediately and from anyone.

14) And start earning extra money immediately.

15) This incredibly advanced software even advises which type of material is suitable for any particular style or design you have generated. This ensures that your finished garment is totally professional in every respect. So you won't make any expensive mistakes.

16) This will help heighten your reputation with your customers who will generate more orders and word of mouth referrals, expanding your business quickly and effortlessly.

17) And of course earning extra money for yourself and your family.

18) It automatically generates templates, and calculates hem widths and type of stitch. You just choose the design you want and everything else is done for you.

19) So everything will be designed perfectly every time, eliminating costly and expensive mistakes.

20) So you'll enjoy your work more. In fact, you will soon realize that earning extra money will be fun.

21) Miracle Dress Designer is easier to use than any other dress design software. So you'll know it's the best and quickest software on the market.

22) You will produce garments quicker than with other software, without the nagging worry about having to spend more money on another brand of software in the future.

23) The very reasonably affordable price means that you can recoup your investment with your first 3 orders. So you won't have to make financial sacrifices to set up your business. And your family won't suffer while you're getting started.

24) It takes just 30 minutes to install and learn.

25) It's really simple to use. And because you won't have to suffer the time and frustration of learning new skills, you can be confident you will be able to get started without any problems.

26) And because you won't make expensive mistakes, you'll be making money, not spending it.

27) Miracle Dress Designer video tutorial makes it the easiest and quickest way to learn.

28) You will learn fast and easy from actual step by step examples and be producing your first completed garment within hours of starting your business.

29) You'll feel a terrific sense of achievement and your apprehension about starting a business will quickly disappear.

30) Available for Mac or Windows.

31) Most biz opportunities only cater to PCs. But you can use Miracle Dress Designer on a Mac, if you ever choose to buy one.

32) 12 months money-back guarantee.

33) You can own Miracle Dress Designer for a whole year and if you find it's not for you then you get your money back.

34) So you can see we must be confident you will be satisfied. Only a really honest and established company would give a guarantee that long and most only give 30 days. And it must be everything we say it is. If it wasn't, we would be foolish to offer such a long guarantee.

35) So because your decision to buy from us is totally risk free, you won't be any worse off if you tried it then asked for a refund. And your startup capital is totally protected.

36) You can run Miracle Dress Designer from the CD, if you haven't much space on your hard drive. And if you load it into your PC, you won't lose your program if your PC crashes.

37) So your business is totally protected and neither your income nor your family will suffer.

38) If you get stuck, you can get help and advice. So you'll never be left on your own. We make sure you won't have to struggle to learn your business.

39) This will establish your business faster and you will start earning faster.

40) You will automatically become a member of the Miracle Dress Maker Club e-zine. With tips 'n tricks on all aspects of running a home dress making business you will keep up-to-date on everything in the dress making and fashion industry.

41) So you will design the most up-to-date garments for your customers and they will return to you for the latest fashions.

42) You will build a larger base of loyal customers, and you will get more repeat orders and referrals. And make more money, of course, to provide even more luxuries for your family.

Hey, just a minute! We had 109 features and benefits. So why are there only 42 now? We linked them together. Remember?

So...

What are the strengths of our draft sales message... err, sorry... of our benefits list?

- It's saturated with benefits.

- It tells our reader what's in it for her.
- It tells her that our product satisfies her every need.

And most important of all...

- It promises to give her everything she wants.

In fact, even in its present raw form, our list-cum-sales-draft is a hundred times better than the majority of finished copy our reader has seen on her boring and frustrating travels around the Web.

Great start! But now comes the part that will **really make it shine…**


... the polish. It's important to remain in the mindset as we polish our benefits list into the most persuasive sales message she has ever seen.

Remember **AIDA**? No, it's…


... not an opera!

Attention. **I**nterest. **D**esire. **A**ction.

This offline copywriting acorn is one that makes the transition to the Net intact -- it's **essential** to writing successful copy. It's advice that's so much easier said than done. But due to our techniques, it just got a whole lot easier!

Our headline has already grabbed her **A**ttention. Here comes the next step. Increase and retain her **I**nterest... Glue her rear onto her seat and her eyes to the screen until we've delivered our complete message.

How? With...

10.7.1. Our Opening Paragraph

Did you notice how our **headline** flows easily into our **sub**heading?

It's the same way our reader's **A**ttention needs to be drawn quickly and smoothly into our opening statement. We've got her attention, but she's certainly skeptical. Now to smoothly convert skepticism into **I**nterest.

So back to her mindset. It's just you, me and her. No one else...

What's going through her mind? She's looking for the answer to her problem. Right?

How is she feeling? She's looked at so many opportunities that she's becoming cynical, confused and frustrated.

How's her attitude? Despondent? She has read all the hard sell copy, and anything resembling hype is now invisible. She just doesn't know whom to **trust!**

At this point, perhaps, **she's looking for a reliable friend.** Someone to take her by the hand and explain exactly how her problem can be resolved.

We've just grabbed her attention with...

"At Last, The Totally Risk Free
Way For Busy Homemakers Like
You To Earn Extra Money"

"The Miracle Dress Designer Home Business Is The Fun Way
To Enjoy The Totally Risk Free Satisfaction Of Making
$100 - $200 A Week For Those Little Extras -
Without Affecting Your Family Life"

So what's she thinking now?

Does she assume this is yet another over-hyped biz opp? **Or...**

Is she thinking that this, at first glance, may be offering everything she wants? Does a **small** bell in her mind begin to ring? **Or...**

Does she immediately **sit bolt upright and shout…**



... "Fantastic! This is everything I've been looking for. Where do I order?"

'Fraid we're dreaming in glorious technicolor.

What's actually happening? A little voice in her subconscious is saying...

"Hey, they're talking to me! I hope this is the answer. Probably not. I hope this site does not let me down, too. I'll give them a few seconds of my time to tell me a bit more!"

Listen. Did you hear what she said?...

"I hope this is the answer!"

She's surfing the Web once again, hoping she will find the solution. But she's doubtful, too... big time! So she also says, "I'll give them a few seconds of my time to tell me a bit more!"

And that's our challenge now, my brilliant copywriting partner. Our opening must, in just a few seconds, convert skepticism into interest. And tell her more.

It must do more than just tell her what she needs to know. It must tell her what she wants to hear! And that is...

"This is the answer!"

So how do you think she'll feel if we open with...

```
It's absolutely true.  Miracle Dress Designer is guaranteed
to make you $200 a week, or we give you your money back.
Once you start using this amazing program you will be
staggered to find how easy it is to earn $10,000 a year and
more in your spare time. In fact, it's so simple that
anyone can do it!
```

Well, it contains most of what she needs but it's a bit strong, don't you think? It's not flat-out hype, but the words may seem familiar to her.

Our headline has lowered her defenses slightly. But this opening paragraph doesn't do anything to lower her "cynicism barrier." Not when she feels that she's read this before somewhere.

She wants to hear the voice of a trustworthy friend. Read the paragraph above -- would you talk to a friend like that? Borderline.

Let's speak to her in a warm friendly voice, and offer her a big benefit, the complete solution to her problem! **The best way to keep her attention, and increase her interest is to…**



... keep firing our biggest guns, right from the start.

Still in her mindset? She's been looking for a while and becoming somewhat frustrated and maybe even a little desperate. So how about...

```
Hi.

If you're becoming frustrated in the search for your Ideal
Home Business, could this be the perfect answer?
```

Sound good? Well it's...

- **Warm** and **friendly**.
- She'll **identify her problem** right away.
- It intensifies her **curiosity**.
- And it leads her **seamlessly** into our sales message.

A touch manipulative and abrupt, perhaps. Let's add one more **reassuring** touch...

Our client, the owner of the magnificent "Miracle Dress Designer" **(MDD)** and the person paying our (huge) bill, is Janice Tripp. Our "ideal" customer is also a woman. And the product is a friendly, touchie-feelie one.

How many of those other sites started a bit of relationship right away? None, I'd wager. Let's do so right off the top, like this...

```
Hi, I'm Janice Tripp.

If you're like many of my friends, you may be searching for
the perfect blend of extra income, personal outlet, and
increased family benefits.  If you're becoming frustrated
in the search for your Ideal Home Business, I may have the
perfect solution for you.
```

Warmer? Reassuring? But still gets the USP across, doesn't it? If she does not read deeper, she simply is not in our target market.

Now let's build on it...

10.7.2. Next-Level Benefits Build Interest

Read through our linked benefit list again. But this time, read them one at a time. Bear in mind that we should keep firing our biggest guns first.

We have to intensify her Interest. How? Keep promising what she really wants.

Let's identify the biggest benefits to fire at her straight away. I've chosen what I think are the biggest benefits, and retained the numbers so you can see at a glance where they've been selected from.

You may consider other benefits to be more suitable. But for now, just humor me, partner. See if you agree...

1) The Miracle Dress Designer Home Business Package contains everything you will ever need to start up and run your very own home business.

3) So you will learn how to make extra money working from home, and still spend the time you need with your family.

4) Owning your own dress design business means you'll be able to afford to give your family the higher standard of living you know they deserve.

5) We are so confident that you will like it that you have the chance to try it out, without risking a dime. After 30 days you will know for certain whether it is everything you want for your ideal home business.

6) And if it's not what you want, you've risked nothing....

7) It means you can start your own business immediately and your family will begin to enjoy those extras within days.

8) You need no knowledge of computers. Just point and click. So you don't have to learn a new skill. And you'll save days or even weeks of hard work usually needed just to get started. So you won't be distracted from your family life.

10) The Miracle Dress Designer is so unique that you need no previous dress designing or sewing experience. So you don't have to learn a new profession. Just point and click to custom design 250 styles of ladies' and children's fashions, in any size.

22) You will produce garments quicker than with other software without the nagging worry about having to spend more money on another brand of software in the future.

Now, continuing in the same voice as our opening sentence, let's re-write the **strongest points** of these benefits into an opening paragraph or two. Let's make sure that we give her everything she wants.

How about this...

Hi, I'm Janice Tripp.

If you're like many of my friends, you may be searching for the **perfect blend** of extra income, personal outlet, and increased family benefits. If you're becoming frustrated in the search for your Ideal Home Business, I may have the **perfect** solution for you.

Miracle Dress Designer gives you **everything you'll ever need** to start and run your very own successful Home Business, and still have **all the time** you need to spend with your family. **Better time, too...** because there'll be some extra cash for treats and vacations. With enough left over for all the school "extras."

You need **no** knowledge of computers. **No** dress designing or sewing experience. **No** highly specialized skills. And...

Since it takes just 30 minutes to install and learn, you'll have your very own Home Business **up and running immediately.** So in just a few short days, you'll be bringing extra income into the family... while doing something that is also a rewarding personal outlet.

Take a peek at what other part-time business women have had to say about MDD. As one MDD Home Business owner said...

"It is the ideal fun 'n easy way to earn an extra $100 to $200 every week, without affecting family life in any way."

In fact, we are so confident you can do the same, we're inviting you to try it out for yourself, ABSOLUTELY FREE!

No catch, no strings, no hidden costs. If it's not exactly what you want, you don't buy it!

Sounds great to me. How about you? Just one more step. Now let's...

10.7.3. Add More Impact

The Internet is a hard cruel place when it comes to competition. And to be successful, **we need every ounce of…**

**... selling punch we can muster.** So let's keep building...

A picture, they say, paints a thousand words. Advertisers have known for decades that a photograph can add significantly to the impact and profitability of their advertising.

But it can destroy a Web site! You have to be careful. Very, very careful. Ensure that the picture you choose supports and reinforces your sales message.

And on the Web, it's essential that all pictures are optimized to load quickly. Your "ideal" customer isn't going to wait 30 seconds with baited breath to view your masterpiece. So only add a picture to your Web page if it supports and reinforces your message.

There are no other sales reasons to add pictures or graphics to your Web pages. Don't allow yourself to be swayed by the pretty, artistically illustrated Web sites you often visit. Let them decide whether it helps their sales!

We're building our Miracle Dress Designer Web site with one specific objective, and only one...

To **SELL**!

Leave our competitors to provide the entertainment!

> Joe's right -- there are no **other** good **sales** reasons to use a graphic. But there are lots of reasons to include graphics... navigation, look and feel, etc. This is beyond the scope of a book dedicated to copywriting. But for a full discussion of all other Net-selling issues, please see Make Your Site SELL!.

So what kind of picture should we use to achieve these two objectives? Back to her mindset again (another 100 times and you should have the mindset habit!)...

Will she be switched on by a photograph of a successful Miracle Dress Designer **business lady…**

 **... in an executive suit?**

No! That's not the lifestyle she **needs**.

How about a happy smiling lady working at…

 **... her home sewing machine?**

Closer! But it's still not what she **wants**.

She **wants** her family to enjoy a better standard of living, without sacrificing her quality time with them. How do you think she'll feel if she reads our headline, and sees a picture of a happy mum enjoying her improved lifestyle with her family? **Perhaps…**

 **... on holiday, or driving their new family car.**

Will she identify with it?... **Yes!**

Will it help her to visualize her lifestyle after she starts using MDD?... **Yes.**

Will our Web page welcome her with a warm, friendly greeting?... **Yes.**

Will it help to lower her **"cynicism barrier"**... **Yes.**

And most importantly...

Will it **enhance and reinforce** our message?

Yes!

OK. Why don't we try it? If it doesn't work, we can always drop it! We'll save it towards the end, where it instinctively seems more fitting.

For the beginning, **here's a better idea**.

We've already introduced our boss, Janice Tripp. So why not **show** her who this wonderful woman (who hasn't paid us yet!) is?

This is another reassurance tactic that has been used successfully by offline direct marketers for decades. Yet it's rarely used on the Web.

Why? Because they don't know how **truly powerful** it can be!

Do it right, though...

- Don't be shy! Make a **quality smile...** and that includes your sparkling, happy, trustworthy eyes!
- Use only **head and shoulders**. Playing on the beach with the kids is a no-no!
- Your eyes should look **straight** at your reader.
- Your head should always be inclined towards the **center** of the page.
- No moustaches or beards. Why?

It's been accepted for many years that readers tend to **distrust people in photographs with...**



... moustaches or beards! That's why you rarely see politicians wearing them!

Since our boss is Janice Tripp, we have no problem! In fact, both men and women feel a greater sense of **trust** when they see a **woman's** photo.

I swore I'd work Frank Zappa into a book, sooner or later!

OK. Let's see what we have now…

"At Last, The Totally Risk-Free Way For Busy Homemakers Like You To Earn Extra Money"

"The Miracle Dress Designer Home Business Is The Fun Way To Enjoy The Totally Risk Free Satisfaction Of Making $100 - $200 A Week For Those Little Extras - Without Affecting Your Family Life"

Hello,

... I'm Janice Tripp.

If you're like many of my friends, you may be searching for the **perfect blend** of extra income, personal outlet, and increased family benefits. If you're becoming frustrated in the search for your Ideal Home Business, I may have the **perfect** solution for you.

Miracle Dress Designer gives you **everything you'll ever need** to start and run your very own successful Home Business, and still have **all the time** you need to spend with your family. **Better time, too...** because there'll be some extra cash for treats and vacations. With enough left over for all the school "extras."

You **don't** need any knowledge of computers.

Zero dress designing or sewing experience required.

And I'll show you all you need to know. If you have absolutely **no** special skills, **no** problem.

Since it takes just 30 minutes to install and learn, you'll have your very own Home Business **up and running immediately.** So in just a few short days, you'll be bringing extra income into the family... while doing something that is also a rewarding personal outlet.

Take a peek at what other part-time businesswomen have had to say about MDD. As one MDD Home Business owner said...

"It is the ideal fun 'n easy way to earn an extra $100 to $200 every week, without affecting family life in any way."

In fact, we are so confident you can do the same, we're inviting you to try it out for yourself, ABSOLUTELY FREE!

No catch, no strings, no hidden costs. If it's not exactly what you want, you don't buy it!

This does the job. Are we in agreement? Remember, this is just our **introduction**, not the complete sales message.

What's that, partner? You'd rather do it over again, and come up with something even better? Terrific, you're turning into a real copywriter!

I'm sure you can because it's easy to come up with several good approaches. Then have a few friends who fit the profile of your target market read all of them. Ask them to rank them in order of preference. And ask for comments.

Go ahead. Do it! I've got to count and match my socks tonight, so I won't be able to help. But I've left a page of NOTES open for you near the back of the book. At a minimum, print it out and write **one** better headline, opening paragraph, and a few more paragraphs.

You've got plenty of benefits to work with, so I'm sure you can write an opening with an even stronger message. And after you've finished, we'll come up with **lots more subheadings**.

We'll need them when we write the rest of our sales message. The sales message is known as the **body copy**. Which, by the greatest of coincidences, is where we have reached...

10.8. Show Your Great Body

"There is a universal belief in lay circles that
people won't read long copy. Nothing could
be farther from the truth."
-- David Ogilvy, Founder of one of the world's largest Ad Agencies

Got your attention with that headline, didn't I? 

OK, OK... We **will** take a look at your…



... great body. Hey, that's not yours! I do believe Ken's graphic people are having me on a bit!

Before we go **any** further, it's time for a quick review. What have we got so far?

- An eye-catching and intriguing **headline**.
- A persuasive subheading announcing our **USP**.
- A friendly and welcoming **opening sentence**.
- A reassuring **photo** identifying our lovely boss, Janice Tripp.
- An introduction which connects with our customer's mindset and establishes key benefits...
- A half dozen **benefit-saturated, fast moving short sentences** promising everything she **wants**.

So we've fired our biggest guns first and grabbed her **A**ttention. And we've managed to stimulate her **I**nterest to learn more.

Now what?

Well, this is the point where many marketers let her down. They fire a great big gun in the form of a **massive** promise, often a promise that is obviously undeliverable. They attack her with a barrage of hype and features. **Then they run out of…**



... ammunition!

But our tactics are different. Thanks to SWAT?, we've lots of "ammunition" in reserve. Powerful sales-generating ammunition in the form of an arsenal of benefits. And to convince her to deliver our MWR, we must retain the initiative by "firing" until the "battle" is won.

Battle?

Is this a war?

Not as we know it. It's not even a game of chess. In war and chess, the victor forces his adversary into submission. But we're not in the enforcement business. **You and I are e-persuaders.**

Still, our visitor does have a natural resistance which we have to overcome. So there is a kind of "battle" going on, but it's soft. It's a battle of the mind, for her mind. We aren't trying to fool or force her into doing anything.

Let's boil it down...

We have a product which delivers certain benefits. Our job is to present those benefits in their best possible light, as clearly as possible. Then anticipate and overcome objections.

If our product is simply not for her, she makes an appropriate rejection. It's kind of like a marriage... you'd be awfully upset if you married me with false expectations, expecting my head to really be attached to that body above!

If she does want the benefits that our product delivers, we make the sale. Simple.

So let's develop this self-image for ourselves...

...e-persuader.

Which brings us to one of our biggest advantages...

Many of our competitors see the selling business in a different light. They attempt to secure her business with adversarial tactics. They try to browbeat her into buying.

"Buy mine,"…



... they shout.

"Mine is the best choice," they scream.

“Look what I have,” they demand.

“We’re far superior to the others,” they boast.

“Spend your money with me, me, me!,” they plead.

They believe they’re engaged in a war for her money, in an exercise to pull dollars from her credit card. That’s why they lose! They don’t realize that by shouting too much, they may as well be firing blanks. Because eventually she becomes deaf!

Bottom line?...

No one ever wins an argument. You can’t force someone to agree with you.

But you can e-persuade them!

10.8.1. Persuasion Is The Key

As an e-persuader, you employ the tactics of diplomacy and the power of persuasion. You’re engaged in the battle for her mind.

By firing our big “guns,” we have gained her **A**ttention. So we must keep on firing to retain it and...

- Increase her **I**nterest in our product
- Stimulate here **D**esire to posses it, and...
- Persuade her to take the necessary **A**ction to own it.

And as ammunition we use **benefits**. From where? Where else but from our benefits list!

We pile on benefit upon benefit. Because as she reads our message, her mindset is constantly throwing up a barrage of objections. This is her defense -- she will not easily turn her mind to our side.

She protects herself against making the wrong decision.

At this point, we’ve already read her mindset and our preparation has forewarned us of her defensive tactics. As a result, each benefit we fire will answer her objection before it is raised.

Because her objections are actually questions in disguise!

So we must relentlessly deliver a stream of relevant information, and deliver a sales message that answers her every question. Information that reinforces our promise to give her everything she wants.

File this in your memory...

Whatever you promise her, and no matter how persuasive your writing is, remember that **each word, each sentence and every single phrase has to SELL!**

And what are we selling?

The Most Wanted Response! Which is...

To persuade her to buy MDD?

Well, that would be nice.

But considering her mindset, she's hardly likely to buy from us on her **first visit**. Our job is easier than that. It's to persuade her to...

Download her 30 DAY FREE TRIAL.

Once she does that, **she takes home our…**

 **... puppy dog.**

And with a carefully prepared follow-up system, our chances of making the sale are multiplied a **hundred fold**. Because after she takes it into her home, she plays with it.

She **nurtures** it.

She becomes **attached** to it.

Then she falls **in love** with it.

After all, she now has everything she **wants**. Then 30 days later, we come along and threaten to take it away from her. Unless she buys it!

Powerful approach. And honest, ethical. After all, if our product is bad, she simply deletes MDD from her hard disk. If it meets all our benefit statements, she's delighted to pay.

OK, let's start writing the body copy.

We have a benefits list that contains all the information she needs. If you recall, it's an excellent benefit-saturated sales message already! And all we have to do now is re-arrange them into an...

Inverted pyramid.

Oh no. More techie stuff. A what pyramid?

An inverted pyramid simply means arranging our benefits by placing the biggest at the top, and listing them down the page in their order of importance.

This, however, doesn't mean they should fizzle out at the bottom. As we get near to that position, we have to raise her motivation, get to the point, and finish with a wallop!

And what is that point?

To persuade her to buy, of course!

So let's keep our copy **sharp and targeted** and don't wander from the subject. Keep it **crystallized and focused**. Each benefit should flow easily and **seamlessly** into the next.

OK. So far, we've grouped our list of benefits into individual chunks of information. And each chunk is a self-contained small block of copy dealing with one particular subject. We'll polish them later.

But right now, we need something to **link** our list of chunks. We need something to attract her **A**ttention, and raise sufficient **I**nterest to encourage her to flow into each section. Especially if she is scanning.

In other words, it's **time to write some subheadings...**

10.8.2. Subheadings

A **subheading** should intensify our reader's interest and curiosity, by explaining the content of the following chunk.

Short and punchy, a subheading has to lead/pull our visitor smoothly **into the next part of our sales message**. The most effective way to do that is to analyze each chunk of copy and create a mini headline, in much the same way that we created the main headline for the top of the page.

These mini headlines also help us to slow our reader down, in case she scans too quickly to absorb our message. What's the most important thing to remember? If our reader scans quickly down the page, the subheadings should read like a brief overview of our complete sales message.

In fact, if we take our time and do this right... even if she only scans the headline and subheadings, she'll find herself reading a list of benefits, as well as a mini-outline of our sales message.

Review the previous discussions about headlines and subheadings. Then it will be time to get to work and create our subheading glue for the chunks. Do a few now, and then compare them with the ones we'll actually do together in the final copy below.

10.8.3. The Body Copy

Once we have the subheadings done, the whole project takes on a life of its own. We already have our "benefit chunks." All we have to do is stay inside our visitor's mindset and follow the guidelines of Copywriting 101 and 102 as we polish that copy more and more.

Tighten up the sentences. Activate the language. Shorter paragraphs, and longer ones. By the time we finish it, it's so good that you and I each end up buying a copy!

If everything up to now has been done right, this is the easiest part of the whole project. Of course, if you're a perfectionist, you can turn this into major labor as you search for the absolutely perfect word or turn of phrase.

You have to know when to stop. After a certain point, only you notice.

Once you think it's done, read it aloud to friends who meet your target market thumbnail profile, then customers. If you (or your friends or your customers) choke on certain points, they're weak. Fix and repeat until you're happy.

Wow! All done! Terrific!

Whoops! Not quite...

We have to lead our visitor smoothly to the order page (or the download page in this case).

10.8.4. Our Last Obstacle... A Big One!

We have one last…



... hurdle to jump over before we put this all together.

The close!

That's "sales-speak" for **asking for the order**.

Never forget that the whole purpose of writing our sales message is to persuade our reader to buy our invitation to download her 30 day free trial. If we don't **ask her to buy**, I can guarantee one thing...

She won't!

But asking for the order isn't simply a case of saying, "Buy Now."
This is the most critical point of the selling process. It's crunch time! And if we fail now, all our efforts will have been wasted -- and Janice Tripp may stiff us for the bill. So let's not blow it now.

If there's the slightest objection that hasn't been overcome, or any question that we haven't answered, this is the moment when she will procrastinate.

And this is the very last chance we'll have to reassure her.

So let's imagine her mindset one more time as she reads through our sales message. She realizes it's nearing decision time. How is she feeling now?

Well, if we've done our job right, she's slightly relieved at finding what she really wants.

- She's getting excited at the thought of setting up her own business.
- She's content her in-built objections are going to be answered.
- She's beginning to picture herself earning those extra dollars.
- She's almost made up her mind to "take the plunge."

But then what happens?

What do we all do in this situation?...

She wants to think about it.

Arggggggh!

> What's the #1 problem **after** a site does **everything** correctly and all the common problems for not buying (for example, lack of security or poor look-and-feel) are eliminated?
>
> Procrastination.
>
> It becomes a gigantic reason for not buying. Do not **ever** give your customer a reason to procrastinate or think about it.

Well, can you really blame her? After all, she's never done this before. And even though the trial is free, she still needs a little courage to raise her finger and press that download button.

She needs something most of us need in similar situations...

She needs a little push. She needs encouragement. She wants reassurance that this is the right decision.

Because in her own mind, she needs to be convinced that our home business opportunity is superior to anything else she has seen.

We are so close to getting our MWR (the free download), we can taste it. So partner, by all means...

10.8.5. Don't Let Her Think About It

If we allow her to…



... think about it, our chances of making a sale are drastically reduced. Something which is **almost** sold is invariably **never** sold. There is no such thing as an "almost sale."

How many times have you delayed buying something until later, and never bought at all? Or perhaps some time afterwards, you saw a similar item somewhere else, and spent your money there instead?

Those 6 words… "I want to think about it"… are heard by salesmen every working day of their lives. They, of course, have the skill and experience to overcome this by adjusting their presentation.

They know that a stall is a disguised objection. And an objection is really an unanswered question.

We all have a tendency to stall. We all have a natural resistance to committing ourselves on impulse, because we've been "burned" too many times.

And so has our visitor.

But we are not face to face with our reader!

We have to anticipate her stall and ensure our sales copy overcomes her objections before they arise. Then lead her smoothly into a buying mode.

So as she draws to the end of our sales message, we must motivate her into pressing that button. We have to convince her that by doing so, she will finally obtain everything she wants.

There are many different ways of doing this. Since we're in her mindset, we anticipate how she is feeling at this point. And how is she feeling?

Well, our sales message has promised her everything she wants. Our introduction has helped lower her defense and raise her hopes. The huge list of benefits has reassured her. The 12 month guarantee and excellent after-sales back-up have persuaded her we are a reputable company.

Translation? She's ready to buy. In fact...

She wants to buy!

And all she needs is a little persuasion.

So we need to trigger the response button that will help her do what she really wants to do.

How?

Stay focused on her mindset...

Can you understand how she's feeling at this moment?

Haven't you been in exactly the same position yourself? Haven't you wanted to buy something, or tried to decide on a color, then asked a friend for her opinion? And when she agreed with you, weren't you delighted?

Why?

Because you needed to justify in your mind that you were making a logical decision, and not simply being carried away with emotion. You'd already decided what to do and all you needed was a little nudge. And the nudge was actually the reassurance that your decision was the right one.

So we have to find the right words to nudge our visitor. We need to reassure her that her gut feeling to push that download button is the right decision.

And how can we do that?

10.8.6. Repeat The Pain, Then Show The Gain

Remind her of her problem, and then repeat our biggest **benefit**, which in this case is our USP. Tell her once more that MDD will give her everything she wants. Then she will realize that if she doesn't buy now, **her problem…**



... and her pain will remain. By reminding her of the **consequences** of not deciding now, we will trigger the response **she** wants. And of course the response **we** want. Which is for her to click on that download button!

So now, let's finally...

10.9. Ask For The Order -- And Get It

"Our doubts are traitors, and make us lose the good
we oft might win by fearing to attempt."
-- William Shakespeare

Good news. We've achieved our Most Wanted Response and our "ideal" customer has downloaded her free 30-day trial. Terrific!

We send her three or four irresistible follow-up e-mails by autoresponder and wait for her to place her order. After all, MDD is everything she wants, and once she starts using it, it will sell itself.

But hold on there. Perhaps we're taking things a little too easy.

Surely our Ultimate MWR -- our sole reason for being in business -- is to sell the package. What we've done so far, is to lend it out and persuade her to visit our Web site order page.

But she still hasn't actually ordered!

So what happens when she decides to actually **place** her order? Does she just return to our Web site all fired up in **buying mode**, and type in her credit card details?

Time to zoom into her mindset and check out exactly what's happening.

She's downloaded MDD, used it, and has decided it's everything she wants. Then, just as she's becoming really attached to it, it's taken away from her. Because 30 days after she took our "puppy dog" into her home, it inactivates and tells her to order.

We've e-mailed her 3 or 4 follow-up letters, and motivated her into **clicking through** to our order page. Then, clutching her credit card, she enters her personal details, clicks on "Buy Now," and becomes the proud owner of MDD. Right?

Hmmm. Not quite!

Let's look at some hard facts.

Surveys tell us that a significantly high proportion of potential Internet buyers **actually fill in the order form, but falter at the last hurdle**. They take the time and the trouble to enter all their personal details but...

They don't click the Buy Button! That's right. **When it comes to "crunch time,"…**

**... they get cold feet and walk away!**

Of course, they intend to buy.

They want to buy.

And they're sure they will buy... some time in the future!

But many of them don't! Not today. Yes, they tell themselves they'll come back soon, but they never seem to get round to it. Or they wander off somewhere else and perhaps make an impulse buy from another site.

Or, maybe, never buy at all!

Once that order form is out of sight, it's also out of mind. And another potential sale bites the dust. We're not just talking about "tire kickers" here. We're talking about ordinary, everyday human beings just like you and me! Folks who are on the verge of buying.

Yet it's not difficult to understand why this happens. Just recall your own experiences of when this happened to you. It has happened to you, hasn't it?

In many cases, **the ordering process is…**



... too complicated. It's as if the customer has to pass an **initiative** test just to place her order!

In other cases, too little attention is given to the **nitty-gritty details. Sometimes the customer is left to…**



... worry because someone didn't fully explain a seemingly minor detail like "your credit card information is totally secure."

Well, this is positive news for us. Because there's a good chance that this is happening on our competitors' sites. We'll address those potential pitfalls in just a moment.

Now wouldn't it be good to know why so many people leave without ordering, even when those obstacles aren't present? What makes someone in that situation lose his nerve?

After all, we've all done it.

Once you know why it happens, you can take the necessary steps to help your reader keep her feet warm and cozy. And what is always the first step?

Go back to your reader's mindset again. (I told you it would get easier.)

Now imagine how she's feeling...

She loves MDD.

She's impressed with the Club e-zine, and she's convinced it's everything she wants. "I'll buy this," she thinks, as she approaches the Buy Now button.

But she hesitates!

She wants to buy it but her buying finger hovers nervously. Come on now, you've been there. How did you feel? Can't you sense her nervousness?

She's hesitating. Pressing that button means that she has to make a final commitment to spend her hard-earned cash. And she hasn't got a lot to spare.

After all, she wants to earn extra money, not spend it.

And once she clicks, she's burned her bridges with no going back. "Should I, or should I not," she thinks.

"What if?"

"Yes, but how...?"

Hmmm. Time for us to figure out...

10.9.1. What The Heck Is Happening?

If there's one thing guaranteed to test our commitment, it's asking us to **back our opinions with cash**. Opinions cost nothing. That's why they're so freely given.

But try getting in.…



... someone's face. Ask them to "Put your money where your mouth is." That separates the dreamers from the doers.

So what does our customer need to help her clear the final hurdle? Well, more information can help. But she's already been given a bucketful.

Reassurance will certainly boost her confidence. But she's tried the product and she loves it.

So what's holding her back?

Look, you've been there. We've all been there. So put yourself into her mindset by reliving how you felt the last time you were in the same situation...

Her finger is hovering, but what's happening in her mind? Her defense mechanism has kicked in again. That nagging silent voice inside is making itself heard once again.

"Just take your time girl," it whispers…



... "What's the hurry?"

"Are you really sure?" she wonders. "Have you explored every avenue?"

"Is there anything you've missed?" she agonizes. "Are you absolutely convinced, this is the right decision?"

"Is there a catch, you haven't spotted?" her inner voice nags. "It's a lot of money, are you sure there isn't a cheaper version somewhere else?"

Then she hears those dreaded words. It's her last defense.

"Why not think about it?"

Arggggggh! Again!

You and I both know what can happen, if she does that!

It's not logic that's causing the indecision. It's her emotions! We're not trying to commit her to something she doesn't want. We know MDD will solve her problem and she knows it will solve her problem.

Logic tells her to buy and her gut feeling tells her the same. But that irritating subconscious voice whispers just enough to cast a doubt.

What does she need to silence that annoying little voice? A tiny bit of extra courage! So it's up to us to help her find it. How?

By giving her the reassurance of...

10.9.2. A Second Opinion

Consider this...

If a friend were right there, advising her to go ahead, would she hesitate? If her pal urged to "go for it, girl," would her finger still hover?

Think of how you shop with your spouse. You agonize over a nice shirt. You ask your spouse how it looks. **"Beautiful, darling"…**



... KA-CHING!

Unfortunately, neither her spouse nor her pal is present. But we are. **So it's up to us to give her…**



... the second opinion she's seeking. And the reassurance and encouragement that confirms she's making the right decision.

We've already achieved that once with our sales message. Wasn't she inspired and motivated enough to "buy" our free download? So...

Do the same again!

But we don't have to present her with our whole sales message. This time, it's a lot easier. Because when she returned to our Web site, odds are, she read our copy again, before clicking onto the order page.

- So she's already 99% committed.
- She's already made her mind up.
- She wants to click that button.
- All she needs is a reassuring arm around her shoulder and a gentle nudge!

And, the greatest weapon in our arsenal is that we know she wants to buy! And we know, she will buy with her emotions. Not from logic.

So just before we ask her to commit herself, why don't we give her the second opinion that she seeks, and stir her emotions by....

- **Repeating** our USP
- **Emphasizing** the benefits of our risk free money back guarantee.
- **Reassuring** her that her decision will permanently solve her problem and cure her pain.
- **Agreeing** with her that MDD will provide her with everything she wants.
- **Replacing** the negative voice in her mind, with a positive mind picture of her and her family enjoying the **benefits** that running her own MDD Home Business will bring.

Sound complicated? Trust me, it's not.

In fact, it's incredibly easy!

Don't forget, she's probably never done this before. She's a newbie at this game so we must make the ordering process as smooth, and as painless as humanly possible. She's feeling nervous. And even though she's keen to buy, that infuriating inner voice is still lurking at the back of her mind.

The tiniest distraction or obstacle may be all it takes for that nagging voice to make itself heard again. So we have to take her by the hand and tell her what to do. And show her how to do it.

- We have to explain the tiniest detail, right down to choosing the words "Buy Now" on the magic button. (You wouldn't ask her to "Submit," would you?)
- We must explain the advantages of using our secure server.

- And we have to avoid forcing her to click through too many pages to complete her order. Each click causes unnecessary delay and interruption to the flow. And another opportunity for her to hesitate.
- We must concentrate on maintaining a smooth but no-pressure flow from our headline right through to the button. Because the slightest delay, distraction, or unclear instruction will break the rhythm and could cost us the sale.

Look at the techniques of the professionals.

When a professional salesman is face-to-face with his customer, he will allow nothing to interrupt his closing presentation.

If the phone rings, he'll cancel it. If someone tries to **attract his attention…**

**... he'll ignore them.** If his trash can catches fire, he'll douse it with coffee and carry on **closing**!

He's totally focused on his MWR -- the sale -- and will not deviate from his objective. He knows from bitter experience, that he should never count his winnings while the cards are still on the table!

He's savvy enough to know that however motivated his customer may be, however good his sales pitch, and no matter how sweet the offer, the deal is never done until the signature is on the order.

And as soon as he spots the buying signal, he hones in like a laser and allows nothing to distract him or his prospect. He even hands the pen to his customer, points to the signature box, and says, "Just OK it for me there!"

And that's the way it must be with us.

She's already given the buying signal by clicking through to the order form. Now it's up to us to close the deal! And if you're wondering how we're going to do it, just refer to our tried and trusted...

SWAT? benefits list. And while still remaining in her mindset, just "pick and mix" the most appropriate benefits to write the most persuasive "greeting" possible on your order page.

Ready?

(33)

"The Totally Risk-Free Way To Own Your Very Own Miracle Dress Designer Home Business"

Hello,



... It's Janice Tripp again.

If you're like many of my friends, you may be searching for the **perfect blend** of extra income, personal outlet, and increased family benefits. If you're becoming frustrated in the search for your Ideal Home Business, I may have the **perfect** solution for you.

Now that you've experienced MDD in the comfort of your own home, I'm sure you'll agree that this is the ideal Home Business to help you **earn the extra cash** you need for yourself and your family.

(USP) In fact, I'm convinced you'll agree that MDD is the **perfect fun way** of earning an extra **$100-$200 a week** for all those little extras you would dearly love to provide for them.

And **without any disruption to family life!**

(33) And remember - it's totally **RISK-FREE!** Because...

(33) "If within 12 months, and for any reason whatsoever, you feel that the Miracle Dress Designer Home Business is not for you, simply return it to us and receive a full and courteous refund. No questions asked!"

(33) So you see, with the total confidence of our cast-iron guarantee and the backing of our **highly professional support team**, we have gone to great lengths to ensure your unqualified success.

To join the thousands of other successful MDD Business Owners, every one of who started just like you, simply click on the "**Secure Order Page**" button and you will be taken to our Secure Order Page.

The total security of our ordering system guarantees your details are kept absolutely **safe and confidential.**

So just fill in the few details required and follow the simple instructions. Within minutes you will be e-mailed your personal password. It will unlock your Miracle Dress Designer Home Business.

Easy to follow instructions will be provided, and your business will be up and running **immediately.**

I think you deserve it. Don't you?

Welcome aboard,
Janice

Just stick to what we know is working, and exploit it to the fullest. And, in this case, it means using the power and persuasion of our SWAT? benefits list to get our message over time and time again! If our **closer** does the job, and it has a good chance, she proceeds to **"Download Now!"**

(And Janice Tripp might actually pay us!)

From here, I'll ask Ken to elaborate further on the order page, when the MWR is **"Buy Now!"**…

Take it away, Ken.
….
….
….

Wow, it's been a pleasure watching you and Joe work together to get the MWR of a free trial download.

But many sites have a direct MWR of...

"Get the order! Now!"

Since **all** of our SiteSell.com sites focus totally on this, here are my thoughts on closing the sale online...

No matter how good your product is, you have to **"close."** Many people think that their product is so obviously great and that they are so shiningly brilliant, that they don't need to "lower themselves" to sell.

Wrong! And to those people, I would add, “Sales is the most noble, and important profession.” It’s where the action is. Do it well, and you will thrive. So...

Don’t think there’s something wrong with asking for the order! Are you are offering a great product with outstanding benefits? Do you honor your money back guarantee? If so, you’re offering something that will improve your customer’s life, and with no risk to her. But...

Customers **resist the sale**, always, and especially over the Web. You obviously can’t be there with your customer -- so do your best with the written word. Which means **“Don’t be shy to get the sale!”** And don’t make the purchase a “close call” -- offer so much that your customer would have to be brain-dead to turn it down.

Build an **irresistible offer** and a **crystal-clear call to action** into your MWR **closer page**. Specify all the ways that your customer can deliver the MWR, including the **response form**. Flesh out the closer page with copy and headlines. Remember, it’s...

“Do or die” time. There is only one reason why your visitor has made it to your MWR **closer page...**

Your site has succeeded... so far! She’s interested.

So many sites today finish a pathway with photos and descriptions of the products, and nothing else. No clear way to respond. This isn’t TV. It’s the Web. It’s time for your visitor to respond...

It’s time to close the sale. Whatever your MWR is, it’s time to get it!

Finish with an irresistible offer (price, bonuses, and possibly a little time pressure), then a **strong clear call to action** (don’t be shy -- tell your visitor what to do right now).

Or, as any good VP Sales would say...

GET THE ORDER!

While you should always be focused on getting the sale, you must be laser-beamed on the MWR closer page.

No dead-end side-branches, for more “last second” info.

No links to anywhere else in the copy (navbars only).

No new issues raised.

Just get the order.

One special note about the order page...

While you must build a pathway **that builds to the sale, also allow for an entire range of visitors** who become “ready to buy” at different times... everyone from the spur-of-the-moment impulse buyer to the ultimate careful shopper!

How do you build a pathway, yet still allow “ready buyers” to jump to your order page? Hey! This is the Web!...

Provide a link to your closer page on every important content page of your site. When you say “just the right thing” ... when your customer decides “That’s it, I want it” ... she links directly to the closer page and delivers your MWR.

When writing your closer page, consider this...

Your MWR closer page must include compelling reasons to respond via the Web. Possibilities include...

- **price** -- a Web business has low overhead, so you should be able to offer products **at a great price.** Of course, if you offer unique, high-end products, a low price may not be necessary or even wise.
- **selection** -- since you have a virtual store, you may not need to keep physical inventory. That opens up the potential to offer far greater selection than your “real-world” competitor (ex., Amazon.com does not really keep millions of books in inventory).
- **sales information** -- on your site, you can present the whole story, and answer any question, far better than any sales staff. You can offer the ability to drill-down to almost unlimited detail, **should the consumer so desire.** Build an interactive help desk, e-mail follow-up systems, etc.
- **ease/convenience/instant gratification** -- ordering anything is just a click away. No need to spend money on gas or time in a “real-world” store. No need to even pick up the phone!
- **distribution edge** -- Some products, because of their very nature, are best “shipped” via the Web. Software, video games and infoproducts are just a **download** away.

Work these reasons into the copy of your closer page. But don’t hit your customer over the head with them. For example, don’t say...

"Just hit the order button. It's far easier than phoning." You're making a judgment call for your customer, which she will resist. And it's too pleading.

Instead say… "Order now and you'll be downloading in just a minute!"

OK, enough general issues. Now let's cover the **"Big 3"** of the MWR **Closer Page...**

First... **The Offer**

No matter what your MWR is, your customer better hit your closer page panting for your product.

The offer has to convert that **desire** into an MWR right here, right now.

Real-world retailers have sales, clearance specials, "limited quantity while supplies last" offers. Direct mail marketers have thousands of techniques to **get the order... now**. But this is the Web, a totally unique medium, where getting the order now is more important than ever.

Why now? Because this is the Web. It's more fun to seek the surprise of the new, than to return to where you've been. Assume your customer will never return. So get the order now!

How?... With **the right offer...**

- **Choose just the right price.** Pricing is a complicated issue. Bottom line -- **keep experimenting until you find the most profitable price** (profit-per-unit x # units sold). On the Web, you can always **correct your mistakes**.

- When it comes to pricing on the Web, **creativity, common sense, and a willingness to test** are far more important than having read forty books on pricing!

- **Sweeten the deal with an irresistible bonus.** The trick is to find products with **high perceived value, and low production costs**. Infoproducts are a strong first choice since they are so cheap to produce and distribute. Examples include reports, audio tapes, 30 minute consultation, etc. Your free bonuses should increase the value of your offer to the point where your "almost-a-customer" thinks, **"Geez, I can't afford not to buy this!"**

- **Create some way to develop time-anxiety in the reader.** The Web provides new and unique ways to build on the concept of time-anxiety. Take advantage of the medium. For example, the PennyGold site told

visitors that we were only selling 1,000 copies (which was true, by the way). **And** that the price would increase as we sold more and more of the units. Many people e-mailed asking if we had any left... when the price was going up next, etc.

- Here's the important caveat about time-pressure...

Don't cross your customer's tolerance limits into "used-car salesman" territory -- phony, overly-aggressive, tactics smell bad and lose sales. Be creative -- if you can't find a fit that smells OK,

Don't use this high-pressure technique. It has to be natural, not forced.

To summarize...

A well-crafted offer...

1) combines product, price and bonuses in such a way that the customer can easily justify the purchase price.

2) does it in such a way that it also **creates an intense buy now urgency**.

3) repeats the major points from previous pages. People forget. So repeat the highlights to your customer...

- **key benefits...** how great it will feel to have and use this product. Make her feel it all over again.
- **your guarantee...** how risk free this purchase is.
- **testimonials...** Add a brilliant, convincing one here.
- **your USP...** re-establish your **USP.** There must be strong reasons to buy from **you in particular** (exclusivity, credibility, etc.).

Re-read your offer. If you are convinced that it more than justifies the price in the customer's mind, you're almost home.

Second... **The Call to Action**

Do you remember what MWR stands for? **M**ost **W**anted **R**esponse.

Have you ever been to a site where you say, "What was he selling? Anything?" I certainly have ... some have even been Web marketing sites! Somehow, you're just supposed to know what they're selling!

Don't assume that people know your MWR. **Tell them exactly what to do** -- **that's what is meant by the "call to action."**

It's not enough for her to agree with you... she has to deliver the MWR!

If you want your customer to buy or subscribe (or whatever), don't figure that your visitor knows this -- she's waiting to be told what to do. If you don't tell your customer exactly what you want her to do, you've left too much room for error.

Never assume. **Ask for the order... tell her what to do... exactly.**

Get the MWR... that's why you put up your site.

Third... **The "How-to's" of the MWR Itself**

The moment of decision! Your customer has done it all. She came down the pathway and entered your MWR closer page. She read the offer. Your call to action told her what to do. She's about to do it...

Don't blow it now. Offer every way possible for your customer to deliver your MWR.

The bottom line? Different people are comfortable with different methods.

Let your customer order however she likes... via e-mail, secure server, 1-800 or 1-888 phone call (amazingly cheap to offer), mail or fax order (create a printable order form) -- let her sky-write it if she wants.

And let her pay however she likes... credit card, money order, even barter for chickens.

Credit card will be the most popular payment method, which brings us to the importance of secure servers...

If your MWR is a straight-off-the-Web sale, you must be able to accept credit card orders directly via the Web. Your customers will want their credit card info to be safe and sound.

So put your pages on a server with SSL security, which encrypts the information (virtually uncrackable) -- this is what's known as a secure server.

Realize though that you are not really doing this for reasons of security. Despite what the press says, there are no hackers hovering over your site, waiting to steal credit cards. **But your customers believe there are!**

Customers relax when they see that **lock**  at the bottom left of the browser, indicating a secure credit card transaction. If you don't use a secure server to take the credit card info, you'll lose sales, big-time.

Studies have shown that logos of recognized companies reassure greatly. VISA, Mastercard and AMEX logos reassure Web shoppers, especially newbies.

We don't actually use the credit card that they select. Why? Because it's redundant -- this information is contained in the credit card number itself! It's **just for reassurance**.

Phew! Almost done. Remember, **three things on the closer/order page...** the offer, the call to action, and the response form. And they should all be on the same Web page. **Don't make your customer click again**. Not at this critical point.

An important final word about your closer page... No matter how your customer delivers your MWR, **make it a fast, easy, clear, one-step process.** In other words...

K-I-S-S.

And not just simple. Make the process of ordering crystal-clear to your visitor. Here's why...

Most customers will have last-second hesitations. If you make the process complicated or prolonged or confusing or vague, you will lose responses. Don't do anything to make your about-to-buy customer hesitate or think twice.

Review your ordering process. How hard is it to place an order? Is the MWR **response form** clear in design, and are the instructions clear? Or do you have 12 optional fields, "conveniently" marked with red asterisks? (Don't bother, no one fills in optional fields anyway -- it just makes a big mess of your form.)

For example, one of the most common mistakes on sales sites is asking for **too much info**. People don't like providing info. It makes your **response form** look like **work**. What do you think happens? Yup, lost orders. So...

Ask for the least amount of info necessary.

For a credit card purchase, you only need...

- first and last name
- street address (for extra security)
- credit card name, number and expiration date.

Don't ask for more. And it amazes me how little thought is given to the wording on the actual button...

"Submit" is common but atrocious (unless your customer is a techie). Use a clear, direct instruction like "Send My Order" or "Submit Order" or "Buy Now!" Nothing fancy, but clear.

Privacy statement? Hmmm... I'll risk being politically **in**correct on this. I **do** use a privacy statement when giving away freebies -- people are more suspicious when you hand out something for nothing ("Hey, he's just trying to get my e-mail address!"). So reassurance is important.

But when I'm just on the brink of a sale, I don't want to remind them about this issue. Most if not all people are just not thinking like this at this time. (In a survey we did to find out why people did not order, not a single person mentioned the lack of a privacy statement... out of 1,000 respondents.)

Done with your closer page for the MWR? Great! Now do the same for your **Backup Response**!

Needless to say, the processing of the order is beyond the scope of this publication. We're just supposed to **get your visitor to click "Buy Now."** But please remember this... how you handle the order, from data-checking to credit-card clearing and fulfilling of the order is "your first date" with your new customer. Blow it now, and it will be your last!

Thanks, Ken. Great overview!
…..
…..
…..

OK. Ready to piece together the jigsaw puzzle?...

Against each piece of copy, you will see either a number or an abbreviation, in purple. Each number identifies a specific benefit from our benefits list. You can see at a glance that, except for the addition of a very few words, our sales message consists almost entirely of our benefits list.

Each benefit has been sharpened. Dead words have been cut out. And some benefits have been slightly reworded to improve the impact and persuasiveness of the message. Like this…

"At Last, The Totally Risk Free
Way For Busy Homemakers Like
You To Earn Extra Money"

"The Miracle Dress Designer Home Business Is The Fun Way
To Enjoy The Totally Risk-Free Satisfaction Of Making
$100 - $200 A Week For Those Little Extras -
Without Affecting Your Family Life"

Hello,

... I'm Janice Tripp.

If you're becoming frustrated in the search for your Ideal Home Business, could this be the perfect answer? (Mindset)

Miracle Dress Designer gives you everything you'll ever need to start and run your very own **successful Home Business,** and still have **all the time you need to spend with your family.** (1)

You **don't** need any knowledge of computers, dress designing or sewing experience, or special skills. (8)

And as it takes **just 30 minutes to install and learn,** you'll have very own Home Business up and running immediately. So in just a few short days you'll be providing your family with all those l**ittle extras you know they really** deserve. (25)

If you take a look at some of our testimonials, you'll find that MDD Home Business owners find it perfectly easy to earn an **extra $100 to $200 every week,** without affecting their family lives in any way. (USP)

In fact we are so confident you can do the same, we're inviting you to try it out for yourself absolutely **free.** (5) (MWR)

No catch, no strings, no hidden costs.

And, if it's not exactly what you want, you don't buy it! (6)

"Everything is in one package"

Your MDD Home Business is specifically designed for the Home Business beginner. And to help you earn the extra money for all those special things you want from life, we have made absolutely sure you will need....

- **No** previous business experience. (2)
- **No** specialized sewing experience. (10)
- **No** technical computer skills. (8)

So you see, we really have thought of everything to ensure the success of your Home Business.

"Just point and click" (8)

MDD's state of the art custom design software eliminates any need for specialized computer knowledge. Just "point and click" to custom design over 250 different styles of garment, in any size. From traditional to the very latest in high fashion. MDD even recommends the most appropriate materials to use, guaranteeing totally professional garments every single time. (8,11)

You work at your own pace and hours to suit yourself and your family commitments. And most MDD Home Business owners find that working as little as 10 -15 hours a week can earn them $150 -$200 easily and enjoyably. MDD really is a FUN way to earn all those extras for yourself and your loved ones. (USP)

"You don't need any special sewing skills" (10)

Limited sewing machine skills? Or even no experience at all?

No problem! (10)

Our unique interactive **Video Tutorials** make learning so quick and easy, you'll be amazed at how soon you will be "up and running."

And MDD's unique pattern generator produces individually designed dress patterns in such a way that the need for complex, highly skilled sewing machine experience is **completely eliminated!** (28, 19)

In fact, these cleverly designed patterns enable anyone with **only 1 hour's sewing machine experience** to produce the most complex and highly professional garments imaginable. (19)

"You don't need business experience" (2)

Miracle Dress Designer Home Business Package comes with our comprehensive, **detailed and easy to follow business startup manual,** containing **everything** you need to set up and operate your own successful part-time home business. (2)

Based on our **10 year highly successful experience,** this 125 page "how to" business manual covers everything you will ever need to help you manage your lucrative and extremely enjoyable business. Topics like... (1)

- **Where** to start.
- The easy way to **find** your first customers.
- How to **price** your designs.
- How to **create** a steady stream of repeat orders.
- The best and cheapest **sources** for your materials.
- How to keep accurate **accounts.**
- How to **organize** your customer list, and so much more.

"You'll never be left on your own" (41)

You can be sure that running your own business becomes as smooth, enjoyable, and as profitable as possible. Because as an MDD owner you are automatically enrolled as a **Full Member** of the exclusive MDD Club absolutely **FREE.** (41)

This entitles you to **free** and unlimited access to our **online Help Center.** And every week you will receive your **free copy of the Club Newsletter,** jam packed with tips, tricks and articles from top designers and other Club members like yourself. (41)

By keeping you right up-to-date on everything in the Home Dress Making industry, these weekly updates will help you provide your customers with the most **up-to-date designs possible,** ensuring a steady stream of **repeat orders.** Orders that you provide for a **mere fraction of retail prices.** So your customers benefit both ways. (42, 43)

And you earn a substantial second income for yourself and your family.

"Start without financial sacrifices" (24)

Because you won't suffer the frustrating and time consuming problems usually associated with starting a new business, **you will be established quickly, smoothly, and painlessly.** And MDD's extremely inexpensive cost will be easily recouped within your first few days in business. (26)

At the surprisingly low cost of **only $199,** I'm sure you'll agree that the Miracle Dress Designer Home Business package is **incredible value for such a comprehensive and unique business opportunity.** (23)

"12 Months no-strings attached Money Back Guarantee" (33)

We are so convinced you will find MDD is everything we say it is, we make you this cast-iron promise:

"If within 12 months, and for any reason whatsoever, you feel that the Miracle Dress Designer Home Business is not for you, simply return it to us and receive a full and courteous refund. No questions asked!" (33)

And here's some even better news.

"Try before you Buy" (MWR)

Even though we give a **full money back guarantee**, we fully appreciate that choosing your ideal Home Business can be a daunting task. Starting your own business is a big decision, and you need to be totally convinced you've made the best choice for you.

So we've made it even easier for you.

Now you can try the Miracle Dress Designer Home Business FREE for **a full 30 days with our compliments.** (5, MWR)

Yes for a **FULL 30 Days** you can...

- Use the Video Tutorials **FREE.** (28)
- Create your own customized designs **FREE.** (11)
- Make the garments of your choice **FREE.** (12)
- Apply the excellent business building guides **FREE.** (2)
- Use our professional Help Line **FREE.** (39)
- Enjoy 2 editions of the MDD Club Newsletter **FREE.** (41)
- Discover how much you can earn from your own fun business **FREE.** (18)

In fact...use the Miracle Dress Designer Home Business in any way you wish for a **full 30 days,** absolutely **FREE.** (5)

And if after that time you're not totally convinced it's for you...

Don't buy it! (5)

So it's cost you **nothing.**

No up-front payment.

No worries about making the wrong decision.

In short, the Miracle Dress Designer Home Business Free Trial is the ultimate **RISK FREE** way to choose your ideal Home Business. (USP)

Can we possibly be fairer than that?

Could there possibly be a better way to start up your very own enjoyable Home Business? The ideal fun way of earning **a** minimum of $150 - $200 **every week** by working just 10 - 15 hours **without affecting your family life in any way.** The ideal way to provide yourself and your loved ones with all those little extras you know they really deserve. And **without any risk to you** in the slightest. (USP)

I'm sure your answer is yes. After all, you have nothing to lose.

But imagine how much you and your family will gain!

Just click here for your FREE 30 DAY TRIAL and start enjoying those extras **NOW.** (MWR)

Don't you deserve them?

Download Here (MWR)

CLICK HERE

Well, that's the first part of our sales process successfully completed. And the remarkable thing is that, except for a few minor adjustments, the whole of our sales message was written from our **list of benefits**. And our list was compiled by the simple use of the SWAT? technique.

With practice, you will very quickly learn to sharpen your sales message into an even more powerful and persuasive selling tool. Why not go over this piece of sales copy and see how much you really can improve it? Hone it even more and stamp your own personality into it...

But I'm still not paying you more than 50% of our fee from Janice!

Next challenge? Apply the SWAT? technique on your own product or service.

11. Well? Don't Just Sit There!

"The saddest words of tongue and pen are those 'It might have been'."
-- John Greenleaf Whittier

Phew! You've finished MYWS!.

It was a good "read," wasn't it?

Have you ever read "The Tale Of Two Cities?" That's a good read, too. But when you finish a novel like that, you either put it back on the bookshelf or you give it to a friend.

Let's be honest. You didn't buy Make Your Words Sell! for entertainment. You had a purpose. So when do you intend to put this invaluable knowledge into practice?

Now?…

After your next cup of coffee?…

Maybe tomorrow? Or perhaps next week when you have more time?

Look, we've all been here before and the reality is that "leaving it 'til later" usually means…

Never!

You're savvy enough to realize that the **best and only time to start** is…

Right now. This minute. Pronto!

To make it easier for you to get you into the swing of things, why not start by giving your present Web site a heavy dose of revitalizing tonic? Let's do it...

11.1. The MYWS! Quick-Kick Start

You can immediately improve the selling power of your existing sales copy just by applying the MYWS! techniques outlined in Copywriting 101 and Copywriting 102.

Start with your home page and address the following questions. Then work through the rest of your site, one page at a time…

- Do you have a great USP-based **opening headline**?
- Is your page **cluttered**?
- Is it **easy to read**?
- Is your **font user-friendly**?
- Can it benefit by introducing more **white space**?
- Will your **headlines** be more **dramatic** by enclosing them in “quotes” and Capitalizing Each Word?
- Is the page **background color** too dark?
- Can you reduce the **size** of your paragraphs?
- Are there enough **subheadings** to help the flow? Do they make a mini-outline of your site?
- Can you get rid of any **unnecessary** graphics?
- Do you really need graphic links or will **text links** be more effective?
- Are your **testimonials** hidden away?
- Is your order page as **persuasive** as your sales message?

Work your way through every point and suggestion in Copywriting 101 and Copywriting 102. Look at your site **through the eyes of your visitor**. If you allow your personal ego to influence your reactions, it will seriously damage your income. So…

Be totally honest!

Better still, **sit with a friend** or colleague while she does it and ask her the questions. And be prepared for some painful answers.

On its own, each small improvement may seem insignificant. But the accumulated effect of these seemingly minor changes will make a substantial improvement to your visitor’s experience…

And to your profit!

Will it be hard work? **No!**

Quick? **Yes!**

Worthwhile? **Definitely!**

And the biggest bonus of all?

It gets you started! And once these improvements are in place, you can begin the reappraisal of your whole site. Knowing you're better prepared this time, you can start from scratch and carry out a from-the-ground-up re-write.

Want to do that right away? Perfect. Because you now have the rare opportunity to literally…

11.2. Transform Your Business

"But won't that mean some hard work?"

Hard work, no. Time and effort? Yes.

Hey, I said at the beginning there's no such thing as a magic wand! Would you rather I promised you that "within minutes of reading MYWS! you'll be writing powerful killer copy that will have customers screaming to buy your products?"

Yes well, you've heard all that before. But we both know that it just doesn't happen like that! What will happen is that the relatively small amount of work you put into this now, will make a massive improvement to your bottom line. And I'm talking here about a permanent improvement.

That's not a wild promise… It's a fact!

Because the one thing that is not affected by the accelerating changes of the Internet is the irrefutable fact that…

Words sell.

Graphics **don't** sell.

Bots **don't** sell.

Search Engines **don't** sell.

Banners **don't** sell.

Neither does tracking software, affiliate software or any other technology. Technology can automate your business and bring traffic to your door. And what would a successful business be without it?

Not successful, I guess.

But what happens when your visitors arrive? No software yet devised can actually talk to them and persuade them to buy! Only the right words -- your words -- can achieve that.

Prepare meticulously.

Preparation is vital to the success of your Internet business. And 95% of Web site owners either don't know how to do it, or they can't be bothered. That's why they'll always remain small-time fishermen using the same bait, in the same large pond as all the others.

So I urge you to knuckle down and start from the very beginning. And here's where the effort comes in…

Why do I call it effort, for heaven's sake?

Is a few hours spent reading a book and analyzing your business, competitors and customers really hard work? I hardly think so. Not when you consider the enormous rewards to be gained.

Perhaps you would rather spend even more effort trying out all the "magic pills" and "instant solutions" being offered in just about every e-zine ad you come across?

I thought not.

Doesn't seem like such an effort at all when you look at it that way. Does it?

How do you start?

The first thing to do is to decide to **act now**!

The biggest problem to overcome is...

Procrastination!

So... You can either promise yourself that you will "get around to it." Which, in reality, means you never will.

Or you can start now. And I mean right now! Start working on your Web site copy now, not tomorrow. See the dramatic difference you will make to your business in just a few hours.

Start here.

If you've studied the whole book, then go back to the SWAT? tutorial and watch the magic happen again before your very eyes!

Don't be tempted to take shortcuts. Take your time and really work at it. I promise you, it works. Then re-read the other chapters and tweak, adjust, and sharpen your copy into the dazzling diamond you deserve!

Successful copy is more than just knowing which words to use…

It's about knowing how to SELL!

There's an unbelievable opportunity out there -- to reach an almost unlimited number of buyers. MYWS! shows you how to target your own "niche" market and identify the precise needs and wants of your specific "ideal" customer.

And this knowledge at your disposal gives you the enormous advantage you need to grab those buyers right from under the noses of your competitors.

Hard work?

Not when you're enjoying it so much.

Not when you begin to see your Web site really begin to grow in stature.

Not when you see how dramatically superior it becomes, compared to your competitors!

And I know from personal experience that work becomes a joy when the profits start rolling in!

So leave the credit card fishing to the 95 percenters. **Start immediately -- use the awesome persuasive power of words.** Words that are being used right now by the Internet's top earning 5 percent, that elite group of savvy marketers who've learned how to use the incredible magic of words.

And to join them, all you have to do is… **Make Your Words SELL!**

```
For want of a nail, the shoe was lost.

For want of a shoe, the horse was lost.

For want of a horse, the rider was lost.

For want of a rider, the battle was lost.

For want of a battle, the kingdom was lost.

And all for the want of a horseshoe nail.
```

MYWS! will supply you with the nails….

All you have to do is drive them home.

See you at the Blacksmith's!

Best wishes,

Joe Robson

And now over to Ken…

12. Ken's 5 Copy Keys

"The shortest answer is doing."
-- George Herbert

Phew! Joe. That was awesome. And simple. Do-able, as you said, by A-N-Y-O-N-E!

Many people have asked me how I write such great copy for our sites. Here are the five most important things that I keep firmly implanted in my brain while writing a site...

1) Become your customer.

Still the same bottom line. That mindset virtually guarantees your success as a copywriter. This, as discussed, is the single most important point. As I mentioned earlier, it's so easy to forget this. Why? Because we live inside our own skin. Seriously, do this now...

Stick a yellow Post-It note to your monitor...

"BECOME YOUR CUSTOMER!"

2) Benefits first.

Then features. I've said it elsewhere, but I'll repeat it here...

Features tell your visitor what the product **is** and what it does. **Benefits** answer what your visitor will **get out of your product...** What "pain" it cures, or what "gain" it delivers.

Seems clear, yet people mix the two up over and over again -- heck, I do it all the time. The line is easy to blur.

This is less likely to happen if you can become your customer, really understand her needs and wants. Still, it's easy to confuse features and benefits. So...

The single best way to **convert features into benefits** is Joe Robson's technique of asking…

"So What?"

Remember... "SWAT?"-it-to-death. I love this technique.

3) Remember the subtext.

"Text" is what the words say. **"Subtext"** is what's underneath -- what is said "between the lines." It's the hidden message. It's also what separates the scam artists from the "real McCoys." Because it's very hard to fake.

If you write shrill hype like all the scam artists do, it smells of "get rich quick." But subtext can give away other situations as well.

Subtext is probably the **single hardest part** of copywriting to master. **Even** if you're pure of heart, the wrong subtext can hurt your effort. For example, if your copy tries too hard, the subtext says "I'm desperate -- please, please buy my product."

4) K-I-S-S.

Write to a grade 7 level. Seriously. It's hard to read on the Web. Teachers teach us to write to impress, not to communicate. So instead of looking for that 8-syllable synonym for "blue"...

Use easy, active, strong words. Short sentences. Short paragraphs. Space between paragraphs so your copy can breathe.

Bolden or color important parts -- Web surfers scan rather than read. Stop their eyes on the important parts.

Bottom line -- if you make your copy hard to read and scan, your visitor will not read it. If your visitor does not read your words, she will not buy your product.

5) Use the right tone.

Build a friendly, **"across the table" tone**. It's **just you and your visitor** having a conversation, seated together at a table.

Does that mean every site must have exactly the same tone? Of course not.

Let's carry the analogy a little further. Your web/graphic designer is like the carpenter -- she builds the table and the room that holds the table. It might be a nice kitchen with a homey kitchen table, or it might be a high-powered granite conference table in a corporate board room. It all depends on who you're planning to meet.

Is the sales person going to use the same words to sell? Nope. Believe me, he'd use different words to sell in a kitchen compared to a boardroom. But he must still talk to the people, not at them, in a friendly and conversational tone. **Use words at the educational level and for the personality type of your target audience.**

OK, with those five important tools in your mental toolbox, and with Joe's simple art of e-persuasion under your belt, you are ready to greet your customer at your front door of your Web site!

Wishing you much success,

Ken

P.S. And for some extra support, don't miss the next Bonus chapter, **"Words That Trigger Automatic Response."**

> A great bookend to MYWS! is SiteSell's free **Make Your Content PREsell!** e-book. For more details, visit…
>
> http://mycps.sitesell.com/

13. Words That Trigger Automatic Response

Words are the tools of the copywriter's trade. They are to a copywriter what a hammer and stethoscope are to a doctor. So think of this book as **your very own...**



... doctor's bag of tools. Like a doctor, use them carefully -- in the right hands, they can work magic.

Throughout our lives certain words and phrases are imprinted into our subconscious. The imprint becomes so irresistible, that under certain conditions we *automatically* respond to those words. It is so powerful, that we respond without a second thought. An uncontrollable and unconscious hair trigger forces us to automatically respond!

I call these words Automatic Response Words.

How about an example?...

Your name. It's the hottest *Automatic Response Word* on the planet... to you! Lying buried on a whole page of text, it magically jumps out at you as your eyes scan by. Yet to anyone else, it's invisible.

For instance…

If Tom sits in a football stadium among 60,000 other people and someone shouts "Jack," he won't even hear it. It's just part of the background noise. But if someone shouts "Tom," he turns around, as if by remote control.

Why?

Because the **word "Tom" has been…**



... imprinted onto his subconscious. From a very early age, Tom's subconscious tells him that whenever his name is called, he should respond because *there's something in it for him!*

It's the same with certain other words. His brain has learned that he should take immediate notice of words like…

“Urgent”

“Money”

‘‘Free”

“How To”… because in many cases there *is* something in it for him if he responds!

And the advertising industry has proved time and time again that certain words are almost guaranteed to attract the attention of readers. That’s why you will tend to see the same words used by so many advertisers in their headlines and sales copy.

They use them for one simple reason. *They work!* And...

They *SELL!*

Fact. Intelligently selected Automatic Response Words in your headline or ad can dramatically increase your sales. Sprinkled sensibly throughout your sales message, they will inject enthusiasm, emotion and motivation and keep your reader glued to your copy.

Use these words to add strength and persuasiveness. Use them to grab and hold your reader’s attention long enough for him to read the whole of your message.

But like candy and ice cream, **it’s possible to have...**



... too much of a good thing.

Carefully chosen Response Words can transform bland and uninteresting statements. But too many Response Words reduce a potentially powerful message to background noise, at best. At worst, overusing these words will reduce your message to nauseating hype...

```
Now You Can Discover The Secrets To Guaranteed
Fabulous Wealth With This Amazing Book By The
Staggeringly Successful Internet Millionaire Joe Robson
```

So the trick is to get…

**... just the right balance.** Just one word too many, and your message tips into oblivion!

These reference lists are by no means complete. We have organized these Automatic Response Words according to the occasion. Need just the right word to call your visitor to action and order? No problem... pick the one that fits best from Call To Action.

Grow this little book and make it your own. First of all, print it out. Now whenever you come across a word that has injected power, persuasion, or emotion into a sales message, add it to the list.

You will be amazed how many Automatic Response Words you will collect to help you compose killer headlines that will drive visitors to your order page like a magnet and sky rocket your sales into the stratosphere. And they are absolutely FREE!!!!!!

Sorry. Got carried away -- feeling a little queasy, so I'd better be going.

Let's start our collection at the beginning, getting your visitor's Attention

13.1. Attention Grabbers

OK, let's get FREE out of the way first...

We're constantly being told that...



... is the best eyeball grabber in the world. It works... and it's been used successfully by advertisers and direct marketers for decades.

But.. on the Internet, FREE is being grossly *over*used. This tremendously powerful attention-grabber is pushed into our faces everywhere we travel on the Web…

FREE E-book. *FREE* Download. *FREE* Bonus #17. *FREE* E-zine. *FREE* this, *FREE* that, *FREE* Willie, *FREE* Blind Mice, *FREE* everything! Are Internet marketers that extraordinarily generous?

Or do you smell a problem?

There's so much free stuff available on the Net, that we're beginning to believe that anything offered for free is not worth having. Why?

Because, for the most part, *it's not!* You've discovered for yourself, right?

Don't get me wrong. "Free" is still a powerful and persuasive motivator. But use it only when you feel that your free offer is original, believable **and** valuable. For example...

One more point about grabbing attention. **Asking a question**...



... forces your visitor to think about the answer. This technique is a great attention-grabbers. Assuming of course she's a targeted customer and the customer either intrigues, teases, provokes, recognizes pain, etc...

For example... "Fed Up With E-mail Overload?" This stops your visitor and makes her answer "YES!" You have aroused her curiosity -- and you're implying that you have the cure for her pain.

Some of my favorite attention-grabbers...

You	Now	At last	Attention
Urgent	New	The only	Exclusive
First	Earn money	Sex	Discover
Secrets of	Explore	When you	If you
Experience the	Don't buy	Reveal	Do you think
Learn	When you	Startling	Exhilarating
Astonishing	Staggering	Frustrated	Explosive
Amazing	Risk-free	Guaranteed	Stunning
Did you know	Have you	How many	Frustrated
Free	Which would	Are you	Wouldn't you

Confused	Will you	Could you	Do you want
What is	Why should	Don't you	Tired of
Why put up	How can	Which would	Love
Just out	It's time you	Bargain	Announcing
How to	Revolutionary	Wanted	Imagine
Family	New Method	Latest	Important
Would you	Are you	When did	Introducing

13.2. Power-Boosters

These words add...



... strength to any message. Like anything powerful, they're dangerous -- use too many and you'll like a typical spamster's headline!

So use *sparingly* to create maximum effect....

Energetic	Stunning	Staggering	Masterful
Electrifying	Dynamic	Intense	Powerful
Potent	Vibrant	Overpowering	Compelling
Riveting	Explode	Unforgettable	Terrific
Remarkable	Striking	Sensational	Splendid
Incredible	Superb	Wonderful	Awesome
Breathtaking	Magnificent	Unbeatable	Unstoppable
Crucial	Vital	A must have	Indispensable
Essential	The key to	Critical	Imperative

13.3. The Very Best

Your product or service has to be more than just the best. **It has to be perceived as…**



... the very best if your reader is to be persuaded into buying it.

Reader's emotions are involved here. Not logic. She doesn't buy with logic. If she did, she would visit every single one of your competitors and draw up a list of comparisons.

She wants to *feel* that she's buying something special. Something she won't find on every other Web site on the Net. So describe your product in the way she wants to hear it …

The very best!

These Response Words will make you and your business stand out from the rest…

Legendary	Supreme	Perfect	Unrivaled
The top	Highest ranking	Unbeatable	The best
Distinguished	Outstanding	Excellent	Unsurpassed
Highest quality	Second to none	Outshines	Incomparable
Matchless	The leading	Undisputed	Number 1
Superb	Elite	First class	The Foremost
Hard to find	Peerless	Rare	Distinctive
The only	Unusual	Ultimate	Exceptional
Exclusive	Unprecedented	Unparalleled	Unique
Superior	Unrepeatable		

13.4. Calls To Action

Next to your headline, your *call to action* is the most important part of your sales message. This is not for the faint-hearted! You can't afford to lose your nerve by watering it down to a modest request for an order.

Tell your reader...



... exactly what to do. Show her exactly how to do it. And don't pussy-foot around!

The words below will help build up the sense of urgency which is vital to your success. Keep the adrenaline flowing in her veins, so that she feels she must have your product… now!

Like everyone -- you and me included -- your prospective customer needs a little nudge to make up her mind. "Nudge," I said -- we don't want to hit her over the head.

We want to use words that trigger the Automatic Response Button in her subconscious so that she clicks upon that BUY NOW! button.

Modesty at this point is guaranteed to lose you the order. Being nice at this stage may make you feel like a likeable person... but a poor one. These words will help you overcome your modesty.

But the best thing about them? It's almost impossible to turn your *call to action* into dreaded hype.

Decide now	Reserve now	It's up to you	You judge
Convinced?	Don't delay	Why wait?	Act quickly
Don't miss	Act now	Decision time	Don't wait
It's now or never	Now's the time	Now	Order now
Intrigued?	Decide for yourself	Don't hesitate	Do it now
Limited supply	Send today	Say yes	Immediately

13.5. Result-Getters

Your product *will* improve your customer's lifestyle, won't it? It would be even better **if it were to…**



... dramatically improve it! Get results with these words...

Cuts through	Like magic	Guaranteed to	Drastically
Revitalizes	Delivers	Boosts	Improves
Proven	Profit making	Sales generating	Works wonders
Dramatically	Terrific	Slices through	Unbelievably
Like lightning	In one fell swoop	Instantaneously	Multiplies profits
Works instantly			

13.6. Auto-Endorsers

You already know the *extraordinary* power of the testimonial. People tend to believe the endorsement of a third party. It appears to be unbiased. So it must be true.

Sometimes a single, strategically-placed Automatic Response Word can appear to endorse a message. **It's the old...**



..."Imprint Syndrome" again.

Our subconscious tells us if it's described as famous it must be famous…

Successful	Renowned	Talked about	First choice
Famous	Recommended by	In demand	Chosen by
Widely advertised	Authentic	Endorsed by	THE (book)
Recognized as	The leading	Trend setter	Web wide
Universally accepted	10,000 delighted users		

13.7. Arousers

If you are writing a “soft sell” or emotive sales message, these words will set the scene in your reader’s imagination. They’ll conjure up relaxing visions of her life style **once she owns …**



... your life-changing product (ex., exotic holiday, new clothes, romantic restaurant, jewelry, new spouse …whoops!). Don’t overdo it, though -- your message will becomes slushy…ughhh!

Tranquil	Mouthwatering	Graceful	Hot
Incandescent	Radiant	Tantalizing	Appealing
Attractive	Handsome	Elegant	Sensuous
Delicious	Brilliant	Sparkling	Glowing
Warm	Sleek	Dazzling	Stunning
Pretty	Romantic	Gorgeous	Enchanting
Burning	Passionate	Magical	Lavish
Evocative	Haunting	Breathless	Dreamlike
Captivating	Imagine	Satisfying	Distinctive
Fashionable	Mystical	Modern	Up to date

13.8. Reassurers

Throughout MYWS!, I have constantly pushed home the crucial need to reassure your customer (both before and after the sale). Reassure, reassure and then reassure her even more, that her decision to buy is the right one.

Use the words below in your *call to action*, *order form*, *confirmation of order Web page*, and in your *autoresponder follow-up thank you message.*

She believes she’s making a wise choice otherwise she wouldn’t buy from you. But she still needs someone to **reassure her it’s the…**



... best decision!

You're protected	Dependable	Risk	Protects you
Safe	Fully protected	Total security	Rely on
Rest easy	Peace of mind	No problem	Safe
Problem free	You won't be disappointed		

13.9. Joints

You already know the importance of using white space between your short *chunks* of text.

You also know how important it is to maintain the flow of information. A smooth seamless *joint* between the various parts of your sales message is essential.

After a while, the use of *and, but, also* becomes boring and off-putting. So how do you prevent your copy from becoming lumpy and unconnected?

With link words helped by the occasional ellipsis (3 dots). Like these…

What's more…	The result?…	Fair enough?	Agreed?
The fact is…	That's why…	Like this…	How?
Even better…	In short…	Let's try it ...	Let's do it ....
In brief	That's why…	There you have it	
So don't forget…	So remember…	One thing's for sure…	
Best of all…	Here's why…	Here's how…	
How will you benefit?		And that's not all…	
What does this mean for you?		Now there's a better way	
And we don't stop there		Even better news…	
Most importantly…		Just look at this ...	

13.10. Freebies

Yep, it's that four letter word again…

Absolutely free	Yours free	Free of charge	Free gift
Free trial	Free download	Free bonus	Valuable free gift

If *free* is in danger of turning your message into hype, change tack **a little and use...**



...something different but the same …

(A $37 value)	At no extra cost	Yours to keep	Early bird bonus
We're giving away	It's on us.	No like - No Buy!	Try it out for nothing
Accept this	30 Day No Risk trial		

13.11. Guarantees

The guarantee must leave a "guaranteed" impression in your visitor's mind. Simply stating "Guaranteed For 30 Days" is useless. Like everything else in your sales message, you must **make every benefit, every feature, and every word…**



...SELL! Which brings us back to the old chestnut…reassurance, reassurance, and more reassurance.

Give your guarantee *punch!* Give it *impact!* Make it reinforce your *credibility!* But don't say "We always honor our guarantee." That means you're accustomed to refund requests!

Better to say something like…**"But something that's great for someone else may not be exactly right for you. So if..."**

Every time you visit a Web site, read the guarantee. Whenever you come across a guarantee that impresses you, make a note of it and add it to your list. SiteSell.com has some outstanding guarantees, including how they present it in such an extremely personal manner...

Bottom line?

Write a guarantee that SELLS! Here's a list of tried and proven Response Words that will get you started…

Lifetime Guarantee	Full refund	Satisfaction Guaranteed
Totally Risk	Nothing to lose	No questions asked
Refund every	Prompt refund	Ironclad Guarantee
It's our risk.	Can we be fairer?	No risk guarantee
If you don't love it, don't pay.		Just ask for your money back.
No Quibble Guarantee		My Personal Guarantee
FULL 12 months (not 1 year)		Money back if not delighted
Try it for 30 days	FREE	For your total peace of mind

"If, for any reason whatsoever, you are not completely satisfied, simply let us know within 30 days and you will receive a full and total refund. Absolutely no questions asked."

13.12. Ken's Copywriting Reference Library

Whenever I sit down to write copy, I surround myself with 20+ loyal assistants. They're brilliant, always at the ready with a good idea or just the right turn of phrase.

How do I afford them all?

Easy, they're books!...

Please note: Not all of these books are still in print. You may have to go to an out-of-print or used book store on the Web to hunt them down. They're worth the effort.

If you liked **Words That Trigger Automatic Response,** you'll love these three books...

Words that Sell
Author/Editor: Richard Bayan
Publisher: Contemporary Books
ISBN 0-8092-4799-2

More Words that Sell
Author/Editor: Richard Bayan
Publisher: McGraw Hill
ISBN 0-07-141853-9

Phrases that Sell
Author/Editor: Edward Werz and Sally Germain
Publisher: Contemporary Books
ISBN 0-8092-2977-3

Cybertalk that Sells
Author/Editor: Herschell Gordon Lewis and Jamie Murphy
Publisher: Contemporary Books
ISBN 0-8092-2923-4

Analogies, metaphors, and similes all spark copy with originality. The right ones make a connection with your reader.

The Analogy Book of Related Words
Your Secret Shortcut to Power Writing
Author/Editor: Selma Glasser
Publisher: Communication Creativity
ISBN 0-918880-23-8

Metaphors Dictionary
Author/Editor: Elyse Sommer with Dorrie Weiss
Publisher: Visible Ink Press
ISBN 0-7876-0619-7

Falser than a Weeping Crocodile and Other Similes
Author/Editor: Elyse Sommer and Mike Sommer
Publisher: Visible Ink Press
ISBN 0-8103-9414-6

Similes Dictionary
Author/Editor: Elyse Sommer and Mike Sommer
Publisher: Gale Research Company
ISBN 0-8103-4361-4

Picturesque Expressions
A Thematic Dictionary
Author/Editor: Laurence Urdang, Walter W. Hunsinger and Nancy LaRoche.
Publisher: Gale Research Company
ISBN 0-8103-1606-4

Need a proverb to spice up a topic? They add creativity and snap to your copy.

The Concise Oxford Dictionary of Proverbs
Author/Editor: John Simpson
Publisher: Oxford University Press
ISBN 0-19-281880-5

The Penguin Dictionary of Proverbs
Author/Editor: Rosalind Fergusson
Publisher: The Penguin Group
ISBN 1 85471 095 8

Rhymes add punch to product names and headlines.

The Penguin Rhyming Dictionary
Author/Editor: Rosalind Fergusson
Publisher: Penguin Books
ISBN 0-14-051136-9

Capricorn Rhyming Dictionary
Author/Editor: Bessie G. Redfield
Publisher: The Putnam Publishing Group
ISBN 0-399-51272-1

The Complete Rhyming Dictionary
Author/Editor: Clement Wood
Publisher: DoubleDay & Company, Inc.
ISBN 0-385-00046-4

Whitefield's University Rhyming Dictionary
Author/Editor: Jane Shaw Whitfield and Frances Stillman
Publisher: Harper & Row, Publishers, Inc.
ISBN 0-06-463538-4

Quotes give you a flexible tool. Use them...

- **for humor**
- **to build credibility**
- **to add a certain "presence"**

20,000 Quips and Quotes
Author/Editor: Evan Esar
Publisher: DoubleDay &Company Inc.
ISBN 0-385-00047-2

Great Business Quotations
From those who should know and a few who shouldn't!
Author/Editor: Jim Fisk and Robert Barron
Publisher: Futura Publications
ISBN 0 7088 3162 1

Peter's Quotations
Ideas For Our Time
Author/Editor: Dr.Laurence J. Peter
Publisher: Bantnam Books
ISBN 0-553-14307-7

1,911 Best things anybody ever said
Author/Editor: Robert Byrne
Publisher: Ballantine Books
ISBN 0-449-90285-4

The Forbes Book of Business Quotations
14,173 Thoughts on the Business of Life
Author/Editor: Ted Goodman
Publisher: Black Dog & Leventhal Publishers, Inc.
ISBN 1-884822-62-7

The Columbia Dictionary of Quotations
Author/Editor: Robert Andrews
Publisher: Columbia University Press
ISBN 0-231-07194-9

Use an encylopedia to make sure that you've got your facts straight.

Chambers Biographical Dictionary
Author/Editor: Magnus Magnusson
Publisher: Chambers Harrap Publishers Ltd.
ISBN 0-550-16040 X Hardback
0-550-16041 8 Paperback

The Concise Columbia Encyclopedia
Author/Editor: Judith S. Levey and Agnes Greenhall
Publisher: Avon Books
ISBN 0-380-63396-5

Whoops! Didn't think that I'd forget a Thesaurus, did you?...

The Synonym Finder
Author/Editor: J.I. Rodale
Publisher: Rodale Press, Inc.
ISBN 0-87857-236-8

Surprised I don't use any **online** services? Can't be bothered. I once spent two hours looking for the date of birth and death of Malcolm Forbes. Then I remembered my biographical encyclopedia.

Some things still are faster on paper. Not many, but some.

13.13. Choose Carefully And Sprinkle Lightly

Remember...

Add just a sprinkling, no more, of carefully chosen words, to add punch to your copy. If you overdo it, you'll cross the line into **used car salesman territory...**

**... Trust me!**

Here's to your success. Automatically!

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