



101 Keys To Creating Compelling Sales Copy That Gets Buyers Buying!

Tim Dodd

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Magnify Your Mission : Multiply Your Reach

Contents

Introduction.....	1
Do Some Profiling	1
Write Compelling Headlines.....	4
Tap Into Emotion	7
Showcase The Benefits.....	10
Offer Proof.....	14
Create A Call To Action	17
Use Graphics Wisely	20
Handle Objections	21
Format For Readability	23
Test and Track.....	25
Optimise Your Copy.....	28
Conclusion	32

Introduction

Learning the art of copywriting and persuasion is one of the best things you can do to boost your sales, subscribers and revenue.

That's why we've created a list of 101 red-hot copywriting tips for you across main topics such as:

- Customer profiling.
- Using graphics.
- Showcasing benefits.
- Offering proof.

And much, much more.

If you want to be a better copywriter and a better marketer, then grab a drink, relax, and let's get started...

Do Some Profiling

In order to get inside your prospects' heads, you need to know as much as possible about them. Check out these profiling tips...

1. Become a part of your target market.

In other words, do the things your target market does, which will help you understand their problems and motivations. For example, if they are bodybuilders, then take up bodybuilding for at least a few weeks.

2. "Eavesdrop" on your market.

Spend some time reading or listening to the conversations people are having in your market. A good way to do this is to join niche-relevant forums, Facebook groups and other online communities. You can also

join offline groups. For example, if you're catering to gardeners, then read online gardening discussions, plus join an offline gardening groups.

3. Read product reviews.

A good place to do this is on Amazon.com. It will give you a good idea of what your market wants and what frustrates them about the current solutions.

TIP: Take all product reviews with a grain of salt. Sometimes skills come along to boost up a product, and at other times competitors may try to lower the ratings of a certain product.

4. Dig up market research.

Go to Google and research your market. Sometimes you may find that the government, a university or even an industry leader has compiled information about the market.

For example, if you run a search for "dog owner market research," you'll find data compiled by groups such as the American Veterinary Medical Association and others.

5. Interact with your market.

Instead of just eavesdropping on your market as mentioned earlier, the key here is to start talking to your market within online communities as well as offline. Ask questions. Ask follow up questions. Get a good feel as to what's important to people in your niche.

6. Survey your market formally.

Another way to learn more about your market is by having them fill out a survey.

Just be sure that you don't skew the answers by asking leading questions. You may consider asking open-ended questions (rather than

multiple choice) so that you don't force answers into narrowly defined categories.

TIP: You can use a tool like www.surveymonkey.com to create your survey. Then distribute the link to your own visitors and subscribers, as well as niche forums, Facebook groups, & blogs. Be sure to ask permission first if you don't own the platform.

7. Create a customer profile.

Once you know as much as possible about your target market, then write down everything you know about them. This includes:

- Age.
- Gender.
- Where they live.
- Income.
- Education level.
- Hobbies.
- Problems.
- What solutions they use for these problems.
- Their perceived shortcomings with these solutions.
- Fears.
- Desires.
- What motivates them.

And so on. Basically, list every demographic and characteristic you know about your ideal prospect.

8. Do a product profile.

In addition to understanding your market, good copywriting requires you to understand the product. This involves listing all the features and associated benefits of the product.

Take note: a feature is a part of the product, while a benefit is what the feature does for the user. Your copy should focus primarily on benefits.

For example, a feature of a laptop is a titanium case. The benefit of titanium is that it's lightweight yet extremely durable. This protects the users' computer and data, while making it easy to port around.

9. Uncover the USP.

Another thing you'll want to showcase in your copy is the business or product USP (unique selling proposition). This is what makes the business or product different and better than the competitors.

For example:

- Wal-Mart's USP is that they're the low-price leader.
- Papa John's USP is "Better ingredients. Better Pizza."

So think about how you can differentiate yourself from your competitors.

Next up...

Write Compelling Headlines

A headline is the most important part of your sales copy, as it is what gets the reader to decide whether they're going to read your entire ad or not. Start writing better headlines using these tips...

10. Join the existing conversation.

Your prospects are already thinking about their problem when they see your headline, so be sure your headlines (and/or sub-headlines) join the conversation that's already going on in their heads. Usually this involves stating the problem and promising a solution.

For example, “Does your arthritis keep you from doing the things you love, like gardening, knitting or playing with the grandkids? Now you too can experience relief...”

11. Focus on benefits.

Your product may have many features, but your prospects are primarily interested in the benefits. So be sure to focus on what your product or service will do for customers.

For example, a feature of toothpaste is baking soda. The benefit is that it whitens teeth to give people a more attractive smile.

12. Arouse curiosity whenever possible.

This is like creating an itch that people can only scratch by purchasing your product.

For example: “You’ll discover a weird trick for getting rid of fleas fast without harmful chemicals – you won’t believe what it is and how well it works!”

13. Use trigger words.

There are certain words that tend to attract attention. Here are examples of some of the more powerful trigger words:

- You
- Secret
- How to
- Discover
- Amazing
- New
- Proven
- Revealed
- Quick
- Easy

Try to use these words in your copy (especially headlines) whenever possible.

14. Offer social proof.

People really don't believe your sales letter, which is why you need to show proof. A good way to do this is by showcasing testimonials from satisfied customers, especially those testimonials that directly back up your claims.

15. Be specific.

Specific claims are more believable than general claims.

For example, saying you made £1472.56 with some marketing strategy is more believable than saying you made £1500. So don't round off your claims – be specific.

16. Insert sub-headlines.

You should have a sub-headline directly below your main headline, which showcases additional benefits or elaborates on the promise in the main headline. In addition, sprinkle sub-headlines throughout your copy so that people who skim the letter will still be able to pull out the main benefits.

17. Keep your headline short.

The key is to make it short yet impactful and attention-grabbing. If you find yourself rambling off into a 50-word headline, see if you can slice it down around 10-20 words.

Here's a succinct example: "Here's how to shed fat faster and easier than you ever thought possible!"

18. Put your headline in quotes.

This is so simple, yet time and again it's proven to boost read rates and conversion rates.

TIP: This may work because it looks like the headline is a direct quote (even if it is from an unattributed source), which tends to carry more authority.

19. Ask a question.

The key here is to avoid asking yes or no questions, because someone may say “no” and leave your page. Instead, ask a question that invokes social proof.

For example: “Who else wants to discover the secret of writing a bestselling book?”

20. Brainstorm multiple headlines.

The headline is the most important part of your sales letter, which is why master copywriters brainstorm dozens if not one hundred or more headlines. You should do the same thing. You may not hit on your best headlines until you've brainstormed a couple dozen!

Tap Into Emotion

You can't move people towards an order button unless you evoke some sort of emotion. Here are tips for tapping into your prospects' emotions...

21. Tell stories.

The key here is to tell a story of how you (or someone else) overcame the same problem that the reader is experiencing. You can evoke

emotion by reminding readers of the pain of their problem, and then offer hope by telling them about a solution.

22. Empathize with the prospect.

Your prospects want to know that you truly understand their problem, which is why you should empathize with them whenever possible.

For example: “I know what it’s like to be so overweight that you’re embarrassed to go to the beach.”

23. Use emotionally-driven words.

You can change the reader’s perceptions and feelings just by choosing words with different connotations.

For example, look at these two words which basically mean the same thing, yet have different connotations: “bumped” versus “crashed.”

If someone told you they “bumped” with another car, you’d be concerned but not fearful because it doesn’t sound like that big of a deal. If they said they “crashed” into another car, you’d likely be worried about injuries, death and damage to the car.

In short, word choice matters, and it can sway your readers.

24. Empathize with the pain people are experiencing.

In other words, let them know you feel their pain (maybe have experienced it too) and have a solution.

Don’t leave your prospect in pain for too long, or they’ll quit reading. Just remind them of their pain, and then use this next tip...

25. Ask people to imagine the joy of using your product.

If you can get someone to imagine themselves using your product and deriving lots of benefits and pleasure, you’re over halfway to making the sale. A great way to do this is to actually use the word “imagine.”

For example, “Imagine how good you’ll feel when you slip on your favorite skinny jeans again and jaws drop all over town!”

26. Sell with emotion, but justify with logic.

Even though you’re evoking emotion, you still need to give people a logical reason to buy your product.

For example, people may want to buy the Rolex watch because of the prestige (that’s the emotional component), but you can justify the purchase by talking about the watch’s extraordinary craftsmanship and time-keeping abilities.

27. Get to the emotional root of what people want.

The best way to explain this is with an example. Let’s use the toothpaste example again.

- The feature is baking soda.
- The benefit is this ingredient whitens teeth.

But the emotional root of this benefit is that people want to feel better, they want to look better, and they want others to notice them in a favorable way. People want to smile without being embarrassed. Others may want to be more attractive to potential mates.

See the point? Your job is to figure out what people really want out of your product, and then showcase this emotional root in your copy.

28. Make people feel better about themselves.

Another way to use emotion to your advantage is to make people feel better about themselves.

For example: “Are you overweight? It’s not your fault...”

Another example: “You’re a smart and loving dog owner, which is why you want what’s best for your fur baby.”

29. Make people good about how they'll look in front of others.

It's a base emotion, but many people want to feel like will look good to other people. This is the syndrome that gets people trying to outdo their neighbors. You can tap into this emotion to boost your conversion rate.

For example, "You'll be the envy of all your friends, so order now!"

30. Know what motivates your audience.

When you do your customer profile, be sure to pay attention to what sorts of emotions motivate your particular audience. Most audiences respond to fear. For example, many people have a fear of missing out on a good deal, which is why a limit-time offer tends to create a flood of sales.

Now let's look at the next category...

Showcase The Benefits

People want to know what's in it for them, and showcasing the product's benefits answers that question for your prospects. Here are tips for sharing benefits...

31. Weave together features and benefits.

While you need to focus on benefits, many times you'll need to share the feature that creates this benefit.

Here's an example of how to weave together a feature (12 gigs of ram) with a benefit: "This laptop includes 12 gigs of RAM, which means you have the power to multi-task and run all your favorite programs at the same time."

32. Know which benefits are most important to your prospects.

As you already know, you need to put the biggest benefits in your headline. But don't guess which benefit is the most important to your prospects. Instead, do your market research. You can:

- Survey your market.
- Read product reviews from similar products.
- Eavesdrop on product discussion forums to learn more about what our prospects want.

33. Put benefits in a bulleted list.

Because the benefits are the most important thing you're trying to showcase, you should put each benefit in a bulleted list. This lets even the skimmers easily find and read the product benefits.

Here's an example benefit:

- You'll discover how to shave three strokes off your golf game just by changing your grip – this little-known strategy will surprise you!

34. Arouse curiosity when sharing benefits.

Sharing the benefit is the most important part, but if you can arouse curiosity then you'll make the benefit statement even more powerful. A good way to do this is by telling readers the benefit while arousing their curiosity about how they'll receive the benefit.

TIP: Using words like “secret,” “reveal” and “discover” trigger curiosity too.

For example: “Discover the Hollywood secret of losing weight fast – without hunger pangs, exercise or diet pills!”

35. Showcase your USP in your sales copy.

Earlier we talked about developing your USP (unique sales proposition). Now you need to be sure your USP is front and center in your copy. If you can work it into your headline, next to your call to action, within your product graphic, and/or in your P.S. where they're likely to be seen, that's perfect.

For example, if your USP is based around a strong guarantee, your headline might read something like this: "Lose 10 Pounds in Two Weeks Guaranteed or Double Your Money Back!"

36. Think of pains and pleasures.

As you're writing your sales copy, focus on statements that show people how they can reduce pain or increase their pleasure.

For example:

- Reduce pain: "No more gasping for breath when you climb the stairs!"
- Increase pleasure: "You'll discover the secrets of getting ribbed abs – jaws will drop the next time you take your shirt off at the beach!"

37. Put your best benefits first and last.

There's a psychological phenomenon known as the primacy and recency effect (AKA serial position effect). This means that items that are first and last in the list tend to be better remembered and/or have a bigger impact. That's why it's a good idea to put your biggest benefits at the beginning and end of your bulleted list.

38. Play the “So what?” game.

The key to creating good copy is to take your benefits and drill down to their core. Every time you list a benefit, ask yourself, “So what?” The answer will help you get to the base benefit or result.

Let’s go with the toothpaste example again...

This toothpaste contains baking soda.

So what?

Baking soda whitens teeth.

So what?

Whiter teeth create a more attractive smile.

So what?

People won’t be embarrassed to smile

See how that works?

39. Cover all your bases.

While your headline and other important parts of your sales letter are going to focus on the biggest benefits, your bulleted list of benefits should include all the benefits of your offer. Sometimes prospects read that one benefit that push them off the fence and towards your order button, so be sure to cover your bases by sharing all benefits, even if they seem small to you.

40. Be succinct.

When you share benefits, keep your benefit statements short and sweet. You don’t want people to have to stumble through a long paragraph just to find out what’s in it for them.

Here’s an example of a succinct benefit: “You’ll find out how to set up a secure blog fast – no tech experience required!”

Next up...

Offer Proof

Your prospects have been burned before, so they're skeptical of your sales claims. That's why you need to offer proof. Here's how...

41. Get testimonials.

Sometimes customers will send unsolicited testimonials, which is great. However, you'll get even more testimonials if you specifically ask for them. For example, send out an email to your customers with a request for feedback.

E.G., "What do you think of this product? Did you like it? How can we improve it? [Click here to leave your feedback](#) – we'd love to hear from you!"

42. Use only your strongest testimonials.

If you specifically ask for feedback and testimonials, you may get a truckload of them. However, don't post every testimonial that lands in your inbox. Instead, only post strong testimonials, such as those that back up your claims and show results.

Here's an example of a weak testimonial: "This is a great book!"

Here's a stronger testimonial: "This book is awesome – I lost 10 pounds in three weeks using the delicious recipes!"

43. Create case studies.

Another good way to offer proof is to publish case studies. You may distribute your product and ask others to track their results for a specific period of time, and then ask them if they'd be willing to share these results with others.

TIP: You can “comp” your participants by giving them a free product in exchange for their case study. However, you may need to disclose this exchange, especially if you and/or your prospects live in the United States. Check your local laws and regulations, including www.ftc.gov.

44. Offer “before” and “after” photos.

A good way to prove your results is by showing photos from satisfied customers, especially “before” and “after” photos where applicable.

For example:

- Show before and after weight loss photos to sell a diet program.
- Show the before and after photos of a classic car restoration to sell access to a car restoration membership site.

45. Show the proof in a video.

A good, high-quality video can be a great way to prove your claims. For example, if you’re selling a dog trick-training book, then show a video of a dog performing the tricks from the book.

46. Share your number of satisfied customers.

Steal a page from the McDonald’s marketing playbook, which advertises how many billions of hamburgers they’ve sold. This is social proof, as there is the implication that the product must be good if there are so many satisfied customers.

E.G., “Join 4598 other satisfied customers in losing weight quickly and safely with this exciting diet program!”

47. Inject “you can too” statements into your copy.

“You too” is a social proof statement, as it tells the reader that others are doing it (and that the reader should too).

For example: “Now you too can write a bestselling novel – click here to find out how!”

48. Consider a live feed showing social proof.

Have you ever driven through a strange town and chosen the restaurant with all the cars parked in front of it? That’s social proof. You figure if every in town eats there, it must be good.

If you get plenty of daily sales, you can do the same thing. Just have your programmer install a live feed that announces new sales or sign ups. Naturally, you need to preserve customer anonymity.

For example: “John from New York just joined!”

49. Get endorsements from authority figures.

When an authority endorses a product, it carries a lot of weight and boosts conversions. For example, getting several dentists to endorse a guide to whiter teeth will boost sales. Other authority figures include medical doctors, veterinarians, award-winning authors, counselors, pastors, attorneys and any other expert who is associated with your product.

50. Insert proof right after making a claim.

People are skeptical of your claims, so it’s a good idea to prove them immediately after you make a claim. For example, if you tell prospects that your product whitens teeth, then insert endorsements from dentists, photos or other proof directly after this claim.

Next...

Create A Call To Action

A good way to boost conversions is to tell prospects exactly what you want them to do and how you want them to do it. Here are tips for creating these calls to action...

51. Be specific about what you want prospects to do next.

Don't just say "order now." Instead, be specific and tell them how to take this step.

For example: "Order now by taking out your credit card and clicking here to get started..."

52. Make it easy for prospects to complete the action.

Don't make your prospects jump through unnecessary hoops to order, such as making them "register for an account" before they even complete the order form. The easier it is for them to order, the higher your conversion rate.

53. Give prospects a good reason to take action now.

In other words, create a sense of urgency that compels people to order right away. Sometimes evoking a little fear does the trick.

For example:

- Order your tickets now before the seats are sold out – you'll kick yourself if you miss this!
- Order now before the next price hike – you'll be glad you did!

54. Remind prospects that things won't change until they take action.

Missing out on a good deal would be a bad thing, as you saw in the previous examples.

Here's another example of a bad thing that might happen if someone didn't take action: "If you don't order now, nothing will change. You'll still be unhappy when you look in the mirror or when you try on the clothes that don't fit any more."

On the flip side, you can try this next strategy instead...

55. Let prospects know what good thing will happen if they do take action.

Give your prospects a little push towards the order button by getting them to think about the good things that will happen when they order now.

For example: "Click the order button below now so that you too can look and feel ten years younger!"

56. Use a countdown timer.

You can create even more urgency next to your call to action if you provide a visual representation of the scarcity of the offer. For example, put a countdown timer next to the order button that shows how many days or hours until the offer expires.

TIP: Search Google for "countdown timer script," or use a tool like www.countdownmonkey.com.

57. Create one-time offers when upselling.

You should put an upsell on your order form, as your prospects are already in a buying mood.

To make this call to action even more compelling, turn this offer into a one-time offer. That means they can only take advantage of the offer right now on the order form.

Once they click off the order form, the offer is gone forever.

58. Insert multiple calls to action throughout a sales letter.

Sometimes people make the buying decision early on, but they don't take action on it. Strike while the iron is hot by inserting at least two calls to action in your sales letter.

Just be sure to wait to ask for the order until AFTER the point where you've built up value (typically after the bulleted benefits list).

59. Put calls to action on buy buttons.

Instead of just having an order link, create an eye-catching button and put your call to action on the button. E.G., "Click here to order now!"

60. Experiment with wording.

The bulk of your sales letter should be written using the word "you" when you're talking about your prospect. For example, "you'll discover how to train your dog."

However, when you get to the call to action you'll want to test out using the word "me" or "I." for example, "Yes, send me a free video!" Some marketers report higher conversions with this type of wording, but you'll need to test to see if it works for you.

Use Graphics Wisely

Good graphics can boost sales. Here are tips for optimizing your use of graphics...

61. Use graphics to draw the eyes into the copy.

Choose graphics with bright colors, cute animals (where appropriate), or anything else that gets attention.

TIP: Check stock photo sites like www.depositphoto.com and www.istockphoto.com to find high-quality photos at an inexpensive price. Be sure to read the licensing terms before purchasing and using stock photos.

62. Insert captions under graphics.

Now that you have your prospect's attention, be sure to make the most of it. One good way to do this is to put a benefit statement or a testimonial next to or under a graphic.

63. Make sure photo subjects are oriented towards the copy.

If your photo subjects, such as people, aren't looking at the camera, then be sure they are looking in the direction of the copy. For example, if people in your photo are looking to the right, then put this photo on the left side of the sales letter. Your readers will look where the photo subjects are looking, which will draw their eyes to the text.

64. Choose simple, uncluttered graphics.

You want people to get the point of a photo with just one quick glance. For example, use photos with just one or two main objects in them, such as one dog and one person in a photo (versus a photo that has so much going on it's hard to tell what it is).

65. Select graphics with smiling faces.

If you're using photos of people, be sure they look pleasant and happy. People tend to respond to happy faces better than faces with negative emotion.

66. Use graphics to break up the text.

If you have a large section of text, you can make it easier to read by breaking it up with a graphic. Be sure to include a benefit-oriented caption, which will draw the skimmers back into your copy.

Handle Objections

An objection is the reason your prospect doesn't want to buy your product. You can handle these objections using these tips...

67. Anticipate common objections.

Your copy needs to handle the most common objections that are playing through your prospect's mind. For example:

- "This product won't work." You can handle this objection with testimonials, proof and a strong guarantee.
- "This product is too expensive." You can handle this objection by justifying the price and building value for the product.

You may not be able to anticipate all objections.

Which brings us to the next tip...

68. Ask your target market about other objections.

In order to uncover the "hidden" objections, recruit members of your target market to read your sales letter (or listen to your sales pitch) and tell you what they think about it. Ask them what would keep them from

buying the product. Ask them what information is missing from the letter. Then use this information to create a stronger sales letter.

69. Turn perceived liabilities into assets.

No matter what you're selling, your product has perceived flaws. Your job is to turn these flaws into strengths.

For example, if you think people might object to the fact that your ebook is pretty short, you can turn this into a product strength by positioning the product for busy people. Let prospects know there is "no fluff, no filler – just the information you need to succeed."

70. Offer a money-back guarantee.

The stronger your guarantee, the higher conversion rate you'll get. This is risk-reversal, where you take the risk for the purchase instead of the buyer taking the risk.

TIP: if you offer a long guarantee, you're likely to get a lower refund rate. That's because people don't need to rush to use the product. For example, if you offer a one-week guarantee, you'll likely get a higher refund rate because people will just ask for a refund on the 6th day if they haven't yet used the product. That's why your guarantee should be at least 30 days, but a longer one is even better.

71. Justify the price.

Whether you have a high price or low price, you need to justify it.

With a high price, people may think they can't afford it, and you need to show them that they can't afford to NOT get your product. For example, if they don't get your solution, then they'll still be suffering from the same problem next week, next month, next year.

With a low price, people may think the product is cheap. You need to explain why you're offering a high-quality product at a low price. It may even be a temporary reason, such as an introductory special offer.

Next...

Format For Readability

People are a bit lazy, which is why you need to make your copy as easy to read as possible. Here's how...

72. Write copy that's easy to read.

Toss out your £100 college words, and focus on writing with short sentences and short words that make for easy reading. Need an example? Check this out: www.3dconsultingservices.com.

73. Make good use of white space.

Most readers get overwhelmed if they glance at a sales page and see a wall of text. That's why you should format your letter to include plenty of white space. This means using short paragraphs. In fact, this report is a good example of something that's formatted with plenty of white space.

Which brings us to the next point...

74. Turn long blocks of text into bulleted lists.

Another good way to create white space is to break lists into bulleted lists. This is a particularly good strategy for when you're listing benefits, as it makes it easy for skimmers to read and digest.

75. Think of your sales letter as a slippery slide.

Every word and every sentence of your sales letter should be designed to get the prospect to read the next sentence. Think of your letter as a slippery slide, where readers keep going right through till the end. You can make your slide even more slippery by:

- Keeping the letter focused on the reader and their problems.
- Focusing on the benefits the prospect will receive.
- Arousing curiosity whenever possible.
- Telling engaging stories.

In short, keep your readers engaged.

76. Emphasize important parts of text.

You can use highlighting, bolding, different font colors, and italicizing to emphasize the important parts of the text. This also highlights important parts of your copy for those who are just skimming your letter rather than reading it in depth.

However...

77. Use this emphasis strategy sparingly.

If you bold, italicize and otherwise highlight too much of the text, then nothing will look important. Worse yet, your sales letter will look like a chaotic circus. So be sure to only emphasize the text that's really important, such as the product's biggest benefits.

78. Use Johnson Boxes.

These are "call out" boxes that tend to have colored borders or even colored backgrounds, which draw attention to the next inside the box. For example, you may put your testimonials inside Johnson Boxes.

79. Read your copy out loud.

Doing so will help you uncover “stumbling blocks” in the copy. This includes sentences that are too long, poorly worded copy, and so on. Here’s another idea...

80. Ask a child to read your copy out loud.

Look for someone who is about 12 or 13 years old to read your copy. Listen for stumbling blocks as they read it to you. If they can read it smoothly and easily, then that tells you your market will find it pretty easy to read too.

Next category...

Test and Track

The only sure way to know if your copy is the very best it can be is by testing and tracking your sales letters and ad campaigns. Here are tips for doing exactly that...

81. Install tracking tools.

If you’re testing a sales letter, you can install or use a simple A/B split-testing script such as <http://ww3.linktrackr.com/split-testing>. If you want a tool that helps you create the sales page and does the tracking, check out tools such as www.leadpages.com, www.vwo.com, or www.unbounce.com.

TIP: For other types of campaigns, use a tool like www.piwik.org.

82. Test just one factor at a time.

Unless you’re using multivariate analysis, be sure to change just ONE element of your campaign at a time. For example, if you’re testing

headlines, then the only difference between two sales letters should be the headline. Hold all other variables constant, including traffic sources. That way, any difference between conversion rates can be attributed to the headline rather than some other factor.

83. Test and track everything.

There are a whole lot of factors that can influence your conversion rate, including:

- Headlines and sub-headlines.
- Sales letter opener.
- Bulleted lists.
- Guarantee.
- Testimonials.
- Price.
- Call to action.
- Bonuses.
- The postscript (P.S.).
- The design of your page.
- Font color.
- Product photos and other graphics.
- Short versus long copy.
- Video sales letters.

And much more.

84. Start by testing the factors that will have the biggest impact on conversion rate.

Generally, you should start by testing these important factors:

- Headline
- Price
- Call to action
- P.S.

Then work on other factors, such as the opening, graphics and so on.

85. Don't analyze the results prematurely.

In general, you need about 50 “actions” before you can look at the data. That means 50 sales, 50 subscribers, or whatever action you want prospects to take.

The more actions that have been taken, the more confident you can be that your results are accurate.

86. Examine tests to determine if any variables may have inadvertently influenced results.

Even though your aim is to hold all variables constant during the test period, you should still examine your testing method when it is complete to see if there are any anomalies that could have influenced results.

For example, let's suppose you're testing to see if you get better open rates when you send an email to your list on a Monday or a Tuesday.

However, perhaps you realize after the fact that Monday was a big holiday where most of your audience lives, so that would definitely influence open rates.

You'd need to do the test again to be sure of your results.

87. Test quickly.

You can be testing one factor for a long time if you don't have enough organic traffic coming in. In order to test the most important factors (like headlines and prices) fast, use paid advertising.

An AdWords campaign can bring you traffic in a few hours from now, and you can get enough traffic to wrap up your testing in just a few days.

Next up...

Optimise Your Copy

Now that you have a good handle on how to write good sales copy, check out these tips for making it even better...

88. Study copywriting.

Even those who've been writing copy for years tend to keep learning about it. Set time aside each week and read books, blogs or other materials on the topics of copywriting, persuasion, psychological sales triggers and similar. You'll want to check out books by people such as Robert Cialdini, John Caples, Victor Schwab, Robert Collier, Joseph Sugarman and David Ogilvy.

89. Build a swipe file.

Whenever you see ad copy that "grabs" you, put it in a file for easy access later. This swipe file should include full sales letters, headlines, postscripts, calls to action and other copy. Then you can read through your swipe file for inspiration.

NOTE: Don't copy other people's work – just use it for inspiration when writing your own sales letters.

90. Write for your ideal prospect.

Trying to appeal to everyone under the sun when you write a sales letter rarely works. That's why you'll want to write your letter primarily for your ideal prospect. You can add in some things that will appeal to a broader section of your market, but focus on your perfect prospect.

91. Use the word "you" generously in your copy.

In other words, don't make your sales letter about you (the marketer). Instead, make it about your prospects. A quick and easy way to check if

you're orienting your letter towards your reader is to check if you're using the word "you" often (as opposed to "I").

For example: "I am going to teach you..." versus "You're going to discover..." (The latter statement is more focused on the reader, as it begins with the word "you" rather than "I.")

92. Make sure there is a payoff.

If you make a promise or arouse curiosity in your headline or anywhere in your sales letter, make sure there is a payoff. Otherwise, the reader is likely to stop reading, OR the customer is unlikely to become a repeat buyer.

In some cases, the payoff may be in the letter itself. For example, if you tell a story and leave a cliffhanger in the middle of a sales letter, be sure to close that curiosity loop before the sales letter is through.

In other cases, the payoff may come when the person buys (and uses) the product. For example, if you arouse curiosity about the product itself, such as a secret strategy revealed in the book, you may even put a page number in the sales letter so new buyers can get a quick payoff.

93. Create a seamless experience.

The idea here is to match your ads to your sales letters. So if someone clicks through from a banner ad on a niche site to your sales letter, the colors, graphics and overall feel of the banner should match the sales letter. In addition, if you aroused curiosity in the ad, there should be a payoff in the sales letter.

94. Limit your customer's options.

The more options your customer needs to consider, the more likely it is he won't choose any because he's unsure of the best choice. That's why, whenever possible, you should have one call to action with one pay

button. If you want to offer additional options, consider offering them via an upsell on the backend.

TIP: Sometimes you need to offer multiple options, such as if you're selling bronze, silver and gold memberships. The key to selling more is to make one option significantly better than all others, so that it's a "no brainer" choice for customers.

95. Beware of sales leaks.

You should have one prominent exit link on your sales page, and that's the order button. Make other links, such as the privacy policy, less prominent on the page (and make it easy for people to get back to the sales page). In short, don't give people a link that takes them away from your sales page or order form.

96. Build your credibility.

As people read your sales letter, they're going to be wondering why they should listen to you. You need to answer this question by building your credibility. For example:

- List any relevant background or experiences that qualify you to sell this product.
- List any relevant degrees or education.
- List any relevant awards or other notables.

Basically, list anything that can bolster your claims.

Specific example: if you're selling a book about how to write a good novel and you've won literary awards, then you'll want to mention these awards in the sales letter.

97. Make every word count.

Write freely, but then edit ruthlessly. Choose high-impact words, and cut out any section of the sales letter that falls flat and/or isn't needed to sell the product.

TIP: It's a good idea to get feedback from other copywriters and people in your niche to help you make your copy as strong as possible.

98. Use a multi-media approach.

Whenever possible, use a sales video alongside your sales letters. That way, everyone can get the information via the format that works best for them. Offering both text and a video often boosts conversion rates, but of course you should test this yourself to see if it holds true for your audience.

99. Talk like your customers.

Adopt their jargon. Use the same words they use. Mimic their conversational style. When you seem like a part of the group, they'll be more likely to accept what you're telling them. Plus when you use the words they use, it's like you're joining the conversations that they're already having (and that's a big plus).

TIP: Read forums, product reviews, blog comments and other group discussions to get a feel as to how your customers talk.

100. Take high-quality photos and/or videos of the product.

The next best thing to touching a product is to see high-quality video or photos from all angles. Don't skimp on this or "make do" with lesser quality photos, as it will affect your conversion rate.

101. Remember: you are not your audience.

Sometimes you may think something about your sales letter won't work, even though it's been proven to work for others in the niche. For example, maybe you think your price is too high, and you don't think it will work because you'd never pay that much for a product or service. Just remember, you are not your customers. Don't look at your biased opinion when crafting a sales letter. Instead, see what is working for others. And above all, test everything.

Now let's wrap things up...

Conclusion

So there you have it: 101 proven copywriting tips boosting your sales, getting more subscribers, sparking more viral shares, and any other action you want your prospects to take. These are powerful tips that work. But don't take my word for it – put them to work for yourself today by implementing them right away!

You'll be glad you did.

About The Author:



Do you ever wish there was an easier way to attract clients?

If you're thinking "Yes, I do!" you're certainly not alone. Many professional service providers feel exactly the same way as you because their expertise is in providing the service that they're qualified to provide, rather than in the selling of it.

And just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and specialist business workflow consultant. In simple terms, I help clients put in place processes that attract potential new business automatically.

If you're an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I'm certain that I can help you to achieve that goal.

If you like the idea but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so confident that I can.

Just head over to www.3dconsultingservices.com/call and select the appointment time that's most convenient for you.

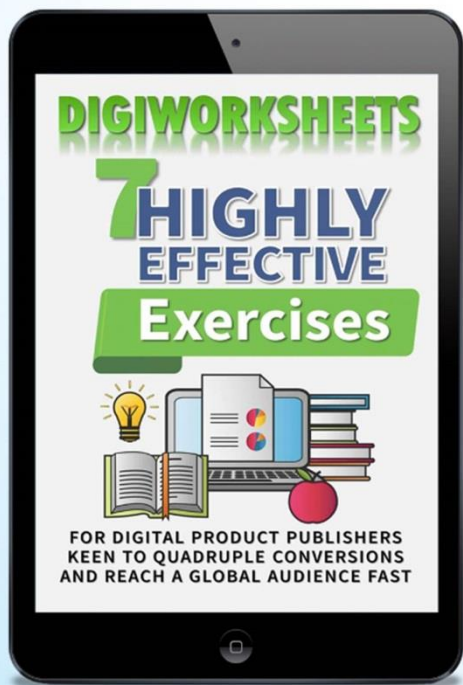
There's no charge, and when we talk I promise to provide you with at least one strategy you could implement immediately which would transform how you won new clients in the future!

And, whether you decide to get in touch or not, may your God always be with you and continue to guide you along the path you've chosen and were created to pursue in order to prosper and live a uniquely fulfilling life.

I truly look forward to speaking with you.

Tim

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