

Effective Copywriting 101 - Copywriting Tips For Crafting Killer Sales Letters



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Tired Of Loosing Money On Advertising Because Your Sales Letter Wont Covert The Visitors To Your Website Into Paying Customers? Then Discover The Simple And Proven Step-By-Step Methods And Techniques To Creating Hypnotic Sales Copy That Turns Visitors Into Eager To Buy Paying Customers! All you have to do is follow the easy to follow methods and techniques outlined in this straight to the point, no BS guide and your visitors will go from suspicious readers to trusting, eager to buy customers at the blink of an eye ? Dear Friend, Does your sales copy suck? I mean, does it really, really suck so bad that you can barely squeeze out a sale from 1000 visitors to your website? If it does, dont worry this is why youre here, and Im happy to tell you your problems can be fixed because you came to the right place First of all, lets talk about the extreme importance of good sales copy Now, lets say you have a \$97 product and a decent sales letter up on your website that converts visitors to buyers at 1. Lets also say that you drive 3000 unique visits to your website a month, so at 1 you would be making \$2910 (minus advertising costs and expenses). Thats not bad! But after a while you get bored with that number and decide you want to double your income. Now theres three ways you can do that: 1. You can double the price of your product from \$97 to \$194 (this will probably kill your 1 conversion and your overall profits would drop) 2. You could try driving double the traffic to your website and see what happens (this is not always easy, as traffic does not come on demand it can also be a costly choice) 3. Or, you could work on improving your sales copy and increase your conversion rate to 2 (if you have a good product this is a

very possible) That is how powerful good sales copy is. Just by tweaking and improving your sales letter you can go from 3000 visitors a month with a \$97 product converting at 1 for a total of \$2910 in sales to: 3000 visitors a month with a \$97 product converting at 2 for a total of \$5820 in sales! Thats Right, You Can Easily Double ?Or Sometimes Even Triple Your Profits ?Just By Improving Your Sales Letter! Great! Now Im sure youre as excited as I am about what great copy writing can do for your business. So where do you go from here? Well, you could try and improve your copy or write one from scratch all by yourself. Of course if you are clueless about copy writing, you wont have much success. Another option would be to hire a copy writer that knows what hes doing. But even a novice copy writer thats just starting out will charge you \$500 - \$1500, and thats without any guaranteeing results! (A pro will charge \$2500 to tens of thousands of dollars) You could do that, or you could follow the simple and proven step-by-step methods outlined in the "Effective Copywriting 101" guide and write a killer, money sucking sales letter all by yourself Effective Copywriting 101 ? Heres Just A Small Example Of What Youll Learn In The Effective Copywriting 101 Guide: The Basics: everything you need to know about sales letters before you start (this is kind of a warm up before you dive into the real meat of the guide) The Basic elements of the sales letter and why it is important to follow them (once you get these fundamentals into your head, writing sales letters will become easier and easier) The basic parts of a standard sales letter explained (everything from the headline to the PS) How to create attention grabbing headlines that grab your readers by their throat and lead them into your offer (the headline is considered by many to be the most important part of the sales letter) The importance of having a strong first paragraph and why it can make or break your sales letter To guarantee or not to guarantee, that is the question (should you include a guarantee in your sales letter? You will soon find out) A simple 12 step guideline to writing a killer sales letter (just print these 12 steps out and keep them handy when typing up your next sales letter) Examples of lethal sales letter mistakes that should be avoided at any costs (youll want to know these, just so you never make them) Long VS Short (when it comes to writing a good sales letter, bigger is NOT always better) The words you should never use in your sales letter (again, this is something you should know) And much, much more!

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