

Becoming An Online Copywriting Pro



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"Who Else Wants To Crank Out Profit-Pulling Letters And See Their Conversion Rates Shoot Through The Roof Like A Rocket... Starting Today!" Become Your Own Instant Expert At Writing Master Pieces That Sell... And Convert Twice Or Triple As Many Customers! From the desk of Insert Your Name Here Date: Dear Marketing Professional, How would you like to crank out your own profit-pulling letters that sell and do it within hours instead of days, weeks or even months? Direct Response Sales Copies are FAR from dead, contrary to what many people might have you believed. You see, back in the 1960's many people speculated that magazines and newsletters will phase out when the television was newly introduced. Hey, we're in the 2000's now and what do you think? Do people still read magazines? YEP. Is Direct Response Marketing a thriving business? MORE THAN EVER. On the other hand, how many people walk off and buy something after watching an ad on TV now? NOT OFTEN. "Direct Response Sales Copies WIN... Hands Down." If you remember the last time you bought a product you probably were convinced by a sales letter before making your purchase - and I rest my case on that. As a matter of fact, most marketing experts are making their millions online selling more volumes of their products which

otherwise couldn't have been achieved without the aid of a better written copy. Sales copies act like your personal sales man, only 24 hours a day, 7 days a week... Pretty much like what you're reading right now, so you know I'm walking my talk. "This Is The Reason Why Top Gun Copywriters Are Paid Big Bucks..." But the problem is that whatever these copywriting masters are charging, it's beyond the budget of many frugal and starting Internet Marketers. Chances are, you're one of them. And if you are selling anything online - and I mean ANYTHING - having a sales copy or not is like LIFE and DEATH for your business. Can you afford NOT to get at least a decent sales copy? This might just cost you more than getting a professional expert to write on your behalf. This sends most new marketers on a budget to an edge where they can only decide between the worse and worst. Think about it: If you don't have a sales letter that converts, you will only waste your traffic generation efforts, Even if you spend big bucks to line up the pockets of an expert copywriter, that usually means a longer time before you can even cover your investment back, and Now this may come as a shocking truth - but there is no guarantee even if you engage an expert copywriter. What if your offer isn't compelling enough? No one else knows your product better than you do unless the copywriter takes your business as serious as his own. But is a few grand worth the risk? "But What If I Tell You That..." You can actually become a pro copywriter as well? NO, you don't need special qualifications to do this. As long as you can type with the keyboard, you stand as much chance producing your own profit-pulling sales letters. And see your conversion rates soar through the roof! ... And repeat the same step for every product you are selling online - over and over again. It doesn't matter whether you are selling your own digital product, physical product, or merely an affiliate for someone else... Finally you can outgun your competitors, bring in twice or Triple as many sales, increase your conversion results by as much as 50 - 300 from your visitors... ... And not be at the mercy of expensive copywriters! "Introducing The Step-By-Step Videos To Becoming An Online Copywriting Pro..."

Video Count: 9 Flash Format, Instant Download After Purchase Here's a break down on what you will learn in this video series: Video #1: Introduction to Becoming an Online Copywriting Pro and Tools You'll Need (6 minutes and 48 seconds) If you are going to run a successful business, you must know how to sell. In the offline world, you need to have good salesmanship or leverage on a team of trained sales people if you want to see money rolling into your company's bank book. Fortunately online, even if don't have those qualities, but as long as you know how to sell in print, you can rake up an INFINITE amount of sales letters that act as your 24/7 'online' salesperson. In this video, you will learn the required skills you

need to write high converting sales copy. You will also be shown free and low-cost tools that can get the job done. Video #2: Identifying your Prospect (10 minutes and 21 seconds) There are a few important questions that you must answer and begin to brainstorm before you write your sales letter/ Knowing who you are selling to, who your prospects are, how they think, what makes them take action... these are crucial factors to copy success because this way you know the problems they face, and the solutions they want, which they'll buy. That's exactly what you'll learn in this video. You'll also learn how to address your prospects in your sales letters and how to make your sales letter be exciting to read. Video #3: Sales letter Format: Layout, Fonts, Width of Letter, Coloring (8 minutes and 10 seconds) Words sell. But the way you format and present your sales letter can dramatically affect your conversion rates. Who wants to read a sales letter that isn't readable or doesn't create an exciting environment? In this video, you'll learn how to create a compelling layout, how to use certain type of fonts to make your sales letter easily read, the ideal width of letter, and the coloring. Video #4: Sales Letter Format: Long Letter vs. Short Letter - Which is Better? Using Links Correctly (7 minutes and 24 seconds) So here's the big debate: Long letter vs. short letter... which one converts better? Some say it's the long sales letter and some say short sales letter Whatever your preference, it all boils down tests and conversions. Which actually converts better from people who have done tests? We've taken the expert case studies of actual sales letters to show you why a certain sales letter type will help you not only convert well, but have future backend conversions. You'll also learn how to use links correctly on your sales page. Video #5: Writing Your Sales letter - Top Area: Headline, Sub-headline, Addressing the Prospect, Introduction (15 minutes and 14 seconds) The sales letter writing has been split up into three parts, for videos 5, 6, and 7. In this video, you'll learn about the top area, which is the first thing your prospect will see. There are different types of headlines, and you'll learn how to combine several of them to create an attractive and exciting headlines that hits on your prospects true needs and wants! The sub headline helps add to the headline, and you'll learn how to do just that. How should you address your prospect and start the introduction of your sales letter? Often, the introduction is the hard part, because you don't know how to start off with a bang. This video will show you methods that expert copywriters use to jump start your sales letter. Video #6: Writing Your Sales letter - Middle Area: Announcing Your Product Or Service Solution, Benefits and Features (5 minutes and 34 seconds) Now, we've gotten into the middle area of your sales letter It's time to announce the solution to your prospect's problems, which is your product or service. But then your customers will

begin to ask questions such as, "How does your product or service Benefit me?". You'll learn the importance of using all these three items, and how to go about actually listing your benefits and some of the most common benefits that will strike your prospect's wants and needs. Video #7: Writing Your Sales Letter - Bottom Area: Endorsements / Testimonials, Proof, Bonus, Guarantee, Call to Action, P.S Areas (8 minutes and 56 seconds) Most of these items are located at the bottom of your sales letter with exception of some testimonials and proofs. The nice things about these items are they help increase your conversion rates of your sales letter Think about it. If you came to a sales letter and there were many true testimonials on the page with people that were saying good things about a product and they had the same needs as you... wouldn't you become interested? Of course you would. You will learn how to use these items and apply them to your own sales copy so that you can increase your conversions. Video #8: Real Life Example - We'll Take What We Learned Above and Apply It To A Real Life Sales Letter (7 minutes and 44 seconds) What better way than to take what you learned above, and actually go to real life sales letters to begin to understand how they all piece together? Did you know that by doing this to other sales letters, you will eventually start writing better sales copy? You will be able to take your previous Online Copywriting Pro sales copy training and put it into action; which will stick in your mind forever. Video #9: How to Use Google's Website Optimizer Feature...For Split Testing Your Conversions (9 minutes and 53 seconds) What's the point of learning how to write sales copy, without testing your actual conversions? Many business owners make the mistake of writing sales copy and wondering why it's not converting at all. Did you know just a few keywords in your original sales letter, if changed could increase your conversions higher? The best way to increase your sales is by doing this. But the question is what split testing software should you use? You're in luck, because Google's Website Optimizer is free and best of all, you can get lots of tracking reports that will reveal your true sales copy conversions. You will learn how to correctly use this tool and apply it to your sales copy. "It's Like Looking Over The Shoulders Of An Expert Top Gun Copywriter At Work!" Forget E-Books that just show you theories or 'what it might be like'. When you learn to write your first money-raking copy, I will be walking you through the steps - leaving no stones un-turned. I will be divulging the secret formulas to: Getting their attention, Pressing your prospect's interest hot buttons, Invoking their desires, And finally get them to take action on your offer! Tags: mrr

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