

How To Win In The Game Of Copywriting

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Dear friend,

First of all, I would like to thank you for taking the time to download this report. I have invested a lot of time in it (and I'll invest a lot more until it is done). I can only hope that you will find in it the kind of value I tried to offer.

This is an report about how to sell online and offline through sales materials.

In other words, I will be covering how to create a good sales letter, how to write good website content and how to build a sales funnel. I will also cover how to create a direct mail sales letter, basic sales psychology, data driven marketing (metrics) and a few more hints and tips.

I have been doing this for a long time. I have reached the conclusion that marketing is 80% science and 20% art. While I have the greatest respect for wordsmiths, I am not one. I do not use flowery language and I don't try to use 8.9 metaphors on every page of copy. Instead, I am simply trying to express myself clearly, to a prospect that is busy, not interested in me and skeptical about what I am trying to sell.

This is why I am achieving results. I don't consider myself an artist who plays with words to write sales letters. I am a scientist who researches, develops, tests, scales and improves on ways to persuade one or more people and sell something to him or her.

(For the purpose of simplifying my writing, for the rest of the report, I will use only the noun "him". I apologize in advance for my female audience. It is just a way not to write him or her in every single sentence).

By the end of this report, **you'll understand at least what basic salesmanship is and how to recognize good copy.** If you would like to contact me for further information, please do so by emailing me at razvan.rogoz@gmail.com.

I do not reply to my emails every day (since I consider email not to be the most productive use of my time) but you will get an answer in a few days.

Best regards,

Razvan C. Rogoz

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Short version:

Please do not copy my material. If you want to use it on your blog, please contact me at razvan.rogoz@gmail.com to see how we can make this happen. Also, I am not responsible for any consequence taken as part of using this material. I am presenting what I know to be accurate but there are many types of circumstances and what may work in one may be harmful in another.

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Human Psychology 101

When it comes to selling anything, online or offline, you have three key words to remember.

These are:

1. Egotism.
2. Social animal.
3. Bored to tears.

Let me develop on each one of them.

The human animal is an egotistic one. In other words, we think first of ourselves. Of course, this is a bit immoral, especially in a conservative society so we disguise our egoism into socially accepted behavior.

But deep down in our core, we care about ourselves, our pleasure, our needs, our outcomes. And this is where most people fail.

They think of their goal. They think of how much effort they've invested in their product. They think of what a good deal it is. **But they miss a key ingredient - it is not about what they perceive but what the prospect does.**

In other words, the famous quote attributed to Emerson which was never actually said by Emerson "He who will build a better mousetrap will find a beaten path to his door" is not really true.

What is true is ...

"He who will find a way to make his prospect feel more respected, happier, more attractive and solve deep emotional needs inside of him will become rich".

Because the name of the game are emotion. Don't be deceived. You are not selling a practical benefit. You are selling what that benefit delivers to your prospect.

That \$500 phone is not bought for its 4G capabilities. It is bought for bragging rights. That \$100.000 Porsche is not bought for its 500 HP engine. It is brought to attract the opposite sex.

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And whatever you are selling, may it be a guide on how to build muscle, date the opposite sex, make money online, self-development or how to get a job fulfills the need of a basic emotion. It may be purchased to eliminate fear, to boost personal pride, to feel a better person and so on.

It all comes down to money, sex and health. Even when someone pays \$10.000 for a seven day seminar, he does this because he wants more money, wants to be more attractive (sex is not only about the act in itself, it is about being desired which takes many forms) and about feeling healthier (do not confuse this with weight loss - this is related to the sex part. Health and weight loss are related but still two different needs. Diabetes is a health need, acne is related to the entire sex thing).

So when you have a product, you need to ask yourself a basic question.

“What am I’m selling here, a means to what?”.

Once you understand this, once you understand the true nature of your product, you can actually market the benefit, not the product itself.

I know that it sounds a bit confusing so I’ll try to simplify.

Human beings are simple in essence. We want to belong, we want to be admired and we want to enjoy basic and not so basic things. Even a Fortune 500 CEO wants the same things as a bum on the street, at least on a basic level.

When you create a product, you need to ask yourself what you are actually delivering. If you have a time management app, you are selling not software but two extra hours a day doing what he loves. If you have a book on how to build an online business, you are not selling traffic or WP plugins but rather a dream of a better life.

And here it comes to features and benefits.

A feature is ... what it is. For example, a phone is a feature in some way. A benefit is what it does. The benefit of a phone is that it helps you make phone calls. Logical extension.

However, you also have reason why, **practical, emotional and dimensionalized benefits.**

A reason why is why he needs this. A practical benefit is the practical aspect of your product. An emotional benefit is what that end result with make him feel. A dimensionalized benefit is how it will change his life.

eBook on how to bring free traffic - feature.

Because traffic is the fuel to making money online - reason why.

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Bring at least 100 unique visitors per day to your site for free - practical benefit.
Knowing that your site is visited by many people and being proud of it - emotional benefit.
Checking your site's analytics in the morning and seeing how you've got 500 new visitors since you've last seen it - dimensionalized.

You need to understand the end benefit to your prospect.

And you also need to understand that **human beings are anything but rational**. We are beings with insecurities, that care what others think more than what we think, with fears of death, loneliness. We all feel a bit inferior to someone else, no matter if it our work colleges or some star on national TV.

If we were completely rational, we would never buy diet pills or get rich quick guides. But we are not. We want to believe that something works even if we've tried it so many times that it doesn't. It is like wanting something makes it true. Wanting something to be real makes it real, even if all proof shows otherwise.

That's how we work. That's how marketing works. 90% of all products sold are sold because the buyer thinks that it will help him, even if is proven otherwise. That a Porsche 911 will make a 50 year old be attractive again, that a magic pill will help you lose 50 pounds or that a guide can help you make \$500.000/year with no experience or work ethic online.

We want to believe these things, we want to suspend our disbelief and therefore, we act in a manner that confirms what we want.

Everything in our behavior is more or less a self-fulfilling prophecy. If you believe you'll never be rich, you'll take actions to confirm what you believe. **Your beliefs about yourself and about your world are goals for your behavior to follow.**

When a virgin guy buys an book on how to pick up girls, deep down inside he knows that it may never work. That he should work on building his self-confidence, hit the gym and maybe get some new clothes. That he's self-sabotaging himself every single time he comes into contact with a girl.

Yet, that's a lot of work even if we admit it to ourselves. So when an ad for a book that shows how even a complete nerd can sleep with models appears, in the mind of your prospect goes something like ...

"I know that girls hate me but I don't know why. I hate those guys who always get sex and I don't. This book promises me that it will work and I will buy it because it will make me superior to those guys".

On the other hand, there is a small voice in his head saying ...

“I know that no book can actually help me. It can inspire me, it can give me some directions but the hardest part is to take action. You reap what you plant and in the best case scenario, I’ll get instructions on how to plant better but not get the entire harvest”.

Yet ... he buys the book, hoping that it will solve his problem.

Me, you, everyone on a deep level are irrational. Waiting for people to be completely rational and carry a cost reward analysis on their actions or see things as they are is the biggest handicap you put on yourself as a marketer.

That’s lesson #1 and that’s the most important lesson you can learn. People are irrational and will suspend their rational mind to take decisions based on what they want, not on what works.

So the first key is to lead with what they want and provide something that works (even if 90% of the industry limits itself to the first variant. I know guys who can not afford rent yet sell guides on how to earn \$12500/month working just 10 hours a week from home, with no upfront investment).

Five Keys To Persuading Anyone

Persuasion can be compared to the art of hacking a computer system. In the case of persuasion, you hack a human mind. By definition persuasion is getting someone to do something he does not want to do for your benefit. **However, in general, persuasion is getting someone to do something for his benefit or the benefit of both parties.**

When you are persuading your kid to clean his room, you are building discipline. When you are persuading someone not to harm himself, you are saving his life. When you are persuading a friend to stop spending and start saving money, you are taking care of your future.

Of course, there are cases where it is win - loss. Some information marketing products are designed not to offer any real value to the prospect, yet, these are rare. Even an biz op product contains valuable lessons in marketing, mindset and more at a decent price.

I don’t believe in karma but I believe in cause and effect. So persuasion is a tool that you can use both for good or bad. In the end, you are responsible for your actions. I won’t say that life will bit you in the ass if you are selling a bad product. There are folks worth tens of millions of dollars doing this. **But I suggest that you use it responsibly.**

So here are the five keys to persuading anyone.

Key #1 - think from the other's person point of view. We always think we deserve more, that we've been treated unfair and that we are right. For most people is almost impossible to admit that they are wrong.

This is why in a sales copy you never go against your prospect's beliefs. If he thinks that the sun revolves around the Earth, that's his belief, he had months, years, decades to build this belief and you are not going to change it in a few minutes.

You must respect his beliefs, no matter how opposite or stupid they may seem. In the dating field some people see women as the enemy. They have been hurt by them. Saying that a woman is a pure and innocent thing will just annoy him and leave. So start with his belief and then expand on why he may not be completely right.

You first agree with him then you slowly bring proof that you are right.

You can't change someone's mind by going against what he is thinking. You can accept it, embrace it and start demolishing it, step by step. That's how psychologists change beliefs, that's how marketers sell products and that's how couples stay together. In the last example - couples, the ones that "survive" are the ones that do not engage in "I'm right, you're wrong" type of behavior.

Rather than that, the type of accept the other's person behavior and through actions and non-threatening behavior makes that person question his belief. Your goal is not to make him say "I'm wrong" since beliefs are a part of us and giving up to one just because you want to is like giving up a leg.

Your goal is to make him say "**I might be wrong about this**". To build doubt so he can at least accept the potential of a new idea.

Key #2 - Prove everything. People are skeptical by nature, especially if you don't have an established relationship with them. If you go to someone on the street and ask him \$50 for your eBook, you will not get that money. Statistically 1 in 1000 may accept because he is looking exactly for this, but generally, it is not a good business practice.

This is especially true in Internet Marketing. **If you say something, prove it.** If you say that your method doesn't require any investment, explain why. If you say that your product can make me more confident, explain why and what you did for others.

The bigger your claim, the more proof you need to back it up. If you say something that I already know and accept as fact, you don't need any proof but if you introduce anything new, sell me on the idea. Tell them the idea, back it up with proof and then tell them why this is important for them.

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Key #3 - Determine the emotional price of your product. There are two prices, your actual price and what it is worth to your prospect. A burger may not value more than \$5 when I'm not hungry but if I haven't ate for three days, I may pay \$100 for the same burger.

Having your kid clean the room because you say so will bring a far smaller emotional price compared to the fact that he'll get praise at the end of the process.

The concept of emotional price is very useful in determining how willing is someone to take the action you desire. Let's take a simple example. You are selling a weight loss product to women. A woman which is comfortable with her weight may put a value on your benefit of losing 10 pounds in three months at \$50. On the other side, a woman that will soon get married and needs to fit in her wedding dress may value it at \$1000.

The emotional price determines how easy or hard is to persuade someone to do something. **In other words, it is the answer to "how valuable is this for you".**

If what you offer provides no value to your target market, then you are wasting your time. A dating product will not be that valuable to someone who is in a relationship compared to someone alone. Therefore, target the marketplace with the highest emotional price possible - otherwise you will try to sell ice to eskimos.

Key #4 - Don't assume. This is an universal copywriting and persuasion tip. There is even a word game out of it - "assuming makes an ass out of you and me".

You can invest \$125.000 and 500 hours of research into your prospect and you'll still not see things 100% as he does it. **You don't know exactly what you wants, you can only estimate.** For example, I've seen sites sold for the sole reason so the business won't have a competitor and gaming guides for the purpose of finding something in common with his son.

Let's say you are selling a guide on how to play a videogame better. There is an entire industry in this. Don't assume that your market is made out of die hard gamers. **Some people buy out of curiosity. Others to improve on a competitive level. Others as a gift to someone else.** A large part of all purchases in Internet Marketing is for another person, as a gift or as a way to help.

A large part of the books I have in my Amazon account are gifts from someone else.

Your prospect does not think the same as you do. Your prospect does not care as you do. Your prospect does not see the world through the same eyes so don't assume that what will work for you will work for him.

The best way to eliminate assumption is simply to do your market research. It will never be 100% accurate but it works. I'm not talking keyword research but actually communicating with your prospect in person, on the phone, on forums, on Skype and so on. Get to know him. Never sell only from your perspective.

If cost is a big issue for you, your prospect may not even care. Maybe he cares about customer support. Maybe about your design. I don't know - you need to discover what is important for him on a project to project basis.

Key #5 - Be an authority. People want to listen to other people who know their stuff. This is maybe the biggest thing you can do to be persuasive. Show them that you are smart and that you know what you are doing - in a way that provides them actual value.

Everyone listens to a leader or at least most of people. But authority is not about titles. It's not about you being a CEO or a doctor or having a PhD. It is about providing to him that you are what you are and being a valuable asset to him. This is part of our psychology.

Since we lived in tribes, we were wired to listen to wise people.

So if you spend 50% of your time showing indirectly that you are an authority, most of your job is done. But don't brag about it. **Do it by offering value, real value. Advice, strategies, show what you've done for others.**

People who are regarded as an authority in any field tend to become leaders in those fields. A leader influences naturally.

Nine Strategies To A Winning Sales Material

We've discussed the principles of persuasion and salesmanship until now. Let's now focus on how to create a winning sales material.

For this purpose, a sales material is anything that requires the prospect to take action. It may be an PPC ad, a sales letter, a VSL, a direct mail page, an radio ad or a webinar.

Strategy #1 - Determine the purpose of your copy in advance. Most people write something but don't know what they want to accomplish. Get his name and email? Sell your product? Establish credibility?

Strategy #2 - Lead with a winning headline. Your headline is the door. If the prospect doesn't enter through the door, then the rest of the house is useless. Your first and foremost goal is to get him to enter. This is where most copy fail.

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The first decision is to read it. Then it is to keep reading. Then to make a buying decision and finally to buy. It is step by step. Every step leads into the next. It is like building a house, you start with the plan, then the foundation, walls, roof and then you furnish the rooms.

Your headline is the first step into this process and sales letters live and die by their headline.

Strategy #3 - Make it a greased slide. Have you've ever read a book that you couldn't simply put down? A page turner?

You knew that while the book was not that deep or very interesting, it was so captivating that you kept reading until the very end, sometimes up in the middle of the night. For example 11/26/63 by Stephen King was such a book.

I've finished 800 pages in two days, because I was eager to find out what was next. Most sales letter do not have this quality. They do not push you forward. But those who do are always winners. A copy that keeps you reading until the very end is a copy that will make a lot of sales.

When someone reads it, you want him to not stop until the last paragraph not say "that's interesting" or "that's nice". You want to be that person he always wanted to get to know, to talk with, that event that finally entered his life.

Strategy #4 - Design matters. Most die hard copywriters will say that the design is not important and the copy is all that matters. In 2014, the design is something you use to pull people in and if your copy is ugly (ugly doesn't mean simple - it just means ugly) it will push a lot of people away.

I suggest you use something like LeadPages.net to build nice designs. You can also use Optimizely or hire a designer. Keep in mind that everything must flow and feel natural.

It is about being nice to the eyes, about getting him to read your copy and about getting your point across. That's why you should keep your color choices limited, avoid big, flashy graphics and in general, make everything look high end. Lead Pages provides proven templates for both squeeze and sales pages.

Strategy #5 - Bullets sell. A bullet is a feature - benefit combination, at least on its most basic level. You've seen them in every single sales copy. It is about something that does something else for the prospect. A simple bullet example is "The 45 minute brainstorming strategy that brought me \$12580 in new clients this year".

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I've seen letters that are virtually composed only of bullets (about 80% of the space) and they worked. Why? Because bullets are all about the customer. It is only about what you can do for him. It is not about your needs or story or your process. It answers the basic question "what's in it for me" and everything that can answer this question sells.

The first thing you should always write when it comes to copy are the bullets, the feature and benefits combination. Write 10 - 20 - 30 - 50 - 100, as many as you need. These are the building blocks of anything else. Some you'll use as headlines. Others as basis for your paragraphs. Others are the bullets themselves.

Once you write 100 bullets, your copy is virtually done. Now you only need to discard anything that is not useful, expand bullets into paragraphs, back up everything with proof and you've got a rough copy far better than you could have done the traditional way.

Strategy #6 - Eliminate objections. Objections are excuses or reasons why I don't want to buy from you. It may be anything related to the price, the offer, the guarantee, your credibility, the benefits, that I don't think it will work, that I don't have time, that I've tried something similar and I've failed and so on.

One of the first things I do when writing copy is to write a list of every possible objection. Then I order them by priority and find answers, in form of copy for the first 10. This is not usable copy yet, as this is the research process but it will transform into a frame for when I will finally write it.

The idea of a winning copy is simple. You present what it can do for him both on an rational and emotional level while you knock down objections on why it won't work.

Strategy #7 - Make it conversational. Even in a B2B copy (business to business as opposed to business to consumer) you want to talk to a single person, not to a group or worse, have a monologue. It is about him, his needs, his desires, his problems, not yours. Even when you present your accomplishments, you tie them in with his needs.

The most desired word in the English language is "you". Use it often.

Strategy #8 - Avoid hype. Hype sold but not so well anymore. Prospects are becoming smarter and smarter or at least immune to hype. Now don't get me wrong. A large part of writing copy is dumbing down what you write.

You need to make it simple, easier to understand and appealing to a popular mass. You are not writing to college professors unless that is your target market. This is why intellectual copy appeals to a few small demographic while conversational, National Enquirer type works with most people.

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When you are selling to the Wall Street Journal demographic talk in their language however, to the average folk, use average folk language. When it comes to hype, people are skeptical. They don't believe you can make \$10.000/month online. They'll find reasons not to believe you.

If you say something outrageous, use three times more proof to back it up compared to a claim that could be accepted with ease.

Strategy #9 - Just ask for the sale. This is something that puzzled me a lot of times in my life. You expect when you do everything right, the close to come automatically and the prospect to buy just because you've done it.

Like having the perfect date and the girl wanting to go home with you. Well ... not really.

While the prospect may want to buy, you still need to ask him to do so. In other words, he may be standing by the door, bags in hand, ready to take you on your opportunity but you still need to open the door and welcome him in the car as your close.

As a basic rule of thumb, always tell your prospect what to do. After a perfect presentation, ask him to purchase and explain how. Don't assume that this will come automatically as a consequence of your presentation. It won't. Only the willingness to do does.

Copywriting For The Web - Sales Letters

Chances are that you've come to my website looking for a copywriter. You have a product and you need a sales letter. While I've seen tens of types of projects, in different niches and of different sizes, 80% all came down to the classical online sales letter.

In this section I should tell you how to write a letter that converts. And I don't really know. When I write a letter, I don't think about the individual elements, I just write it. I've reached the stage of unconscious competence long ago. However, I can do the next best thing for you and give you a template.

A step-by-step template on how to write a winning sales letter as an actual process. This means that I won't start with the headline and end with the PS but start with the research and end with the final proofing.

Step 1: Customer research

The first thing most people do when they start research is to look at the competition. I avoid this. Why? Because then I am compelled to write something different from them, something unique and this virtually kills my writing voice and my entire momentum.

I don't want to know what the competition is doing unless it is actually very relevant because I don't want to play either follow the leader or try to be unique for the sake of being unique.

So I start with the most important element in my writing - my customer, the person who will receive the product or service.

Actually, if you have 10 hours available for a project, spend five trying to understand your customer. Try to understand what makes him tick. Visit forums. Visit blogs. Get to know him in person. Talk on the phone.

A common method I'm using is to pay someone for talking to me about this. To find my prospect and to pay him \$10/hour for an interview. After three or four hours, I understand exactly what makes him tick.

It is not rocket science, it just requires immersion into this topic. Your customer is your primary focus, not your product. I know the stories of how some famous copywriter read a 800 page book several times before trying to sell it, but most products online are not that complicated. Your focus (and especially since it is your own product) is to understand who is buying the book and how this relates to his life, not so much about the product (since let's be honest, most are about the same).

Step 2: Product research

Even if most of your time is spent on the prospect, you still need to understand your product. I do this by reading it and in the same time, by writing bullets. There is no better way to understand a material than to write bullets in the same time as you are studying it.

So go through the book and write benefit bullets as often as possible. If it is an 100 page book, you'll have about 50. If it is of a different nature, let's say a software, use it and write the same bullets. You want to have pages filled with features and benefits. Otherwise, you may read it in a very passive manner and waste your time.

If you are a copywriter and you are writing the copy for someone else, it is important to understand the product at least on a normal level. You'll never see it as good as the product owner (and maybe this is a good thing since the owner is usually too attached to the product to see things in an objective manner) but you need to understand at least what it does, how it is unique and what are its limitations.

Step 3: The offer

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Now that you've got at least 50 bullets (don't worry, you won't use them all. Some are repetitive and some simply won't make sense) you've got to determine the offer. The offer is what he's getting.

You may think this is a simple process. It is simple but most people get it wrong.

The offer contains of the main product, any bonuses, how it is delivered, the price, the payment terms and the guarantee and any other special terms. You should first write this using bullet points and then write the actual offer in the copy - write the part of the copy where you are making the offer, with the price included.

Step 4: The headline(s)

Some people start with this but I consider that before you write the headline, you need to understand the basic offering first. This step is rather simple. Write 50 to 100 headlines. Even if you are using one, you should write enough headlines that you've exhausted most options.

Make it as short or as big as you want but remember the purpose of a headline - to get attention. The objective of your headline is to make him read the deck copy and the purpose of the deck copy to read the introduction. The purpose of the introduction is to get to read the next part and so it goes until the very end when you are making the sale.

Don't worry if you don't get it right from the beginning. That's why you should write A LOT of headlines. Each becomes a bit better than the last one. Even if you've thought of a brilliant headline, keep writing up to 100. You can use the first or the last but generally, the more you go through this, the better your headlines will get.

Step 5: Write the lead copy.

The first paragraph doesn't sell the product nor the idea. It is only meant to build momentum. There are entire books written on this purpose so you've got more than one choice.

You can start with the problem but generally, I suggest to name a thought in his head. To make him say yes, that's true. For example, if you are selling a credit reduction service, start with the fact that it is harder and harder to get a mortgage today with bad credit.

This is a fact. Anyone who tried to get a credit knows this and he can't say that it is false. On the other hand, if you would say "you can get a credit with low credit score", it may sound as a lie (even if it may be true) and lose him there. Name a thought in his head that is a proven fact, one that doesn't require any additional backing proof.

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In Internet marketing you may say that most people don't earn a dime online or that for most beginners it seems a lot easier to make money online than it actually is.

Step 6: Build credibility.

Credibility comes in two forms. The first one is the principle that if you say something that is not a proven, universally accepted fact, you must back it up with proof. If I say that making money online isn't what it used to be, I must bring proof in forms of statistics or other to back this up. If I say that you have 24 hours a day to work, I don't need to go into a theory about the nature of time.

The second form is an actual part of your copy, a section. This is where you must answer the following questions:

- a) Who are you and why should I listen?
- b) What have you've done for yourself?
- c) What have you've done for others?
- d) Why are you an authority on the subject?
- e) Why do you think this will work for me?

If you answer these questions, one paragraph or more each, you'll eliminate a large part of his skepticism.

Step 7: Determine objections.

Objections are universal.

These are:

1. It costs too much.
2. It is a fair price but I don't have the money now.
3. I need to think about it (you must persuade him to take action now).
4. I must consult with someone else.
5. It won't work for me because my circumstances are special.
6. It won't work for me because I've tried something similar and I've failed.
7. I don't have the time now.
8. I don't trust you that you can deliver.
9. It sounds too good to be true.

You need to find a rebuttal for every possible objection. There isn't a dedicated section, like a Q&A part but instead, you are using these in the right places in the copy.

Here are some common fixes to objections:

- If it costs too much, make a comparison to show him how much money he'll save or why it is a steal.

How To Win In The Game Of Copywriting

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- If he doesn't have the money now, offer a limited time bonus to take action.
- If he needs to think about it, use other scarcity tactics like limited numbers.
- If he needs to consult with someone else, provide him with all the info required to make a decision and remind him this.
- If he thinks his circumstances are special, explain outstanding scenarios in which this worked.
- If he tried something similar and it failed, acknowledge this and explain why this is different.
- If he doesn't have time right now, explain that this is an investment in his future, not a time expense.
- If he doesn't trust you, focus on the credibility section.
- If it sounds too good to be true, use your guarantee and explain again why it works.

There are many ways to solve objections but it is important to always solve them. He'll find every possible excuse not to buy and even if he doesn't, building a framework in which you give him the answers to potential objections is a great way to improve conversion.

Step 8: Write the problem - potential solution - product part.

This doesn't have to be linear. You can interlace any other part of the copy in between and don't forget about the proof.

You start with the problem, facts that will make him say yes or your own views backed up by proof and you empathize with him. Then you explain that there are ways to fix this and you give general principles.

Finally, you introduce your product as the solution, a way to solve this as fast. For example, if you are selling an acne removal product, you would start with how acne works and why it is so annoying (empathize), explain that certain natural methods works and present your product as a way to fulfill on those methods.

Step 9: Describe the product and its benefits.

These is where the bullets will come in handy since the biggest part will be formed of benefit bullets. However, answer what it is, what it does, how it does it, why it works, when they'll get it and why it works for them. Back it up with proof. Eliminate objections.

Step 10: Write the rest of the copy

The rest should be a breeze. You have your guarantee, your ending where you remind them on what it does and why they should take action now, the scarcity where you give them reasons to act now (all of these should be written by now as part of the objection section)

and your call to actions. Have at least call to actions where you tell him to buy and explain exactly how.

Video Sales Letters - How Are They Different.

VSLs are relatively new, popular since 2008 - 2009. For a new marketer they may not seem new but at some point, they were a novelty and only the bravest marketers invested in them.

The closest thing a VSL can be compared to is a infomercial clip, the kind you see at TV late at night.

The easiest way to create a VSL is to follow the same instructions as a sales letter and then to eliminate everything to the minimum. Keep in mind that 2000 words equals about 7 minutes and a sales letter can go up to 5000 words with ease. You've most likely seen very long VSLs, about 30 minutes but generally, the magic number is between 10 to 15 minutes.

Don't worry about the design. There are many ways to do it, ranging from PowerPoint presentations to drawboard animations. Focus on the VSL itself.

Write your letter and then eliminate anything rhetorical. A VSL is first and foremost conversational. It is you talking to the prospect, telling him a story, telling him about your product. Also, each slide must lead to the next. Each sentence must lead to the next. It is far easier to lose attention in a VSL than in a traditional sales letter. In a letter, he can scroll down to what interests him.

A VSL must be seen from head to finish in order to make the sale, so eliminate anything that is not absolute to it. It is like writing a film script. A movie must be designed in such a manner that it keeps the attention of the viewer until the very end - or at least a good movie.

Your VSL must get him to pay attention until you ask the sale. I can't stress this enough as this is why most VSLs do not work. He can't simply scroll down to the part that is of interest to him. He needs to go through the entire thing so the entire VSL must be captivating.

I've seen some interesting turnarounds to this though. For example, you can have below or above the player a "table of contents" where can simply click to a section and be taken there. This is useful especially when you have a very long VSL and he simply wants to buy and not go through it.

Apart from this, use the same development format as to a normal letter and you'll crank out at least a decent video sales letter.

Web Content - Why And How.

I've come across my fair share of web content projects until now. I can't say that they are my favorite. This is because most business owners consider them as something that must be there and nothing else. It is annoying when the offer is made by word or by page and no one asks "but what is this page supposed to actually do, accomplish?"

When you want to build a website for your firm, you don't simply need some text that sounds nice there. It is still direct mail copy even if you are not using a sales letter format.

Your website should answer a single question - why should I work with you and not with the competition now or in the future. That's it. Nobody really cares about your mission statement or the 15 pages describing your products.

It must answer "what's in it for me?". It also must look neat since your credibility is judged by this (I know that some people will say that it doesn't matter, but we, as people, like nice things and act accordingly) but keep it to a minimum.

Here are all the questions I consider your website should answer:

1. Who are you?
2. What have you've done before that's of importance to me?
3. Why should I believe you?
4. What can you do for me?
5. How can you do it better than the competition?
6. How can I take action in order to benefit from what you've got?
7. Why should I take action now?
8. How am I'm insured that you actually deliver everything you say?

That's it. You can have a single page detailing everything, similar to a letter or you can have different pages. Don't add anything on this and don't subtract nothing. Less is more in many ways when it comes to web content.

And unless you are a really interesting guy, the kind of person published and known through this field, writing too much about you is not that interesting. I've seen web designers write about their passions like basketball and my answer was always the same - how does this help make the sale?

Every type of sales writing, even if it may differ by format follows the same structure - AIDA. Attention, Interest, Desire, Action. If you have a web writing content and the project owner understands copywriting well enough, write in order to make the sale. If he wants 10 pages of 500 words each that are also SEO optimized, that's another story and that

moves from web content to content writing. You can send him this report to make your job easier.

25 Points Conversion Checklist

Here is a checklist that I mentally use to check every sales copy, either my own or when I provide a critique. Feel free to use it in order to make your own materials as well as possible. These are in no particular order.

- Does the headline answers the basic question “why should I read this?”
- Does your deck copy answers the question “what’s in it for me?”
- Does your opening copy validates a belief that your prospect already has in his mind and which does not require proof?
- Does your guarantee makes the transaction as safe as possible? It is not enough to give a 60 day guarantee. Explain why he is covered for all possible reasons (and through most payment gateways, this is a required step anyway).
- Does your closing remind him of what’s in it for him, why he should act now and it paints a picture of the successful outcome produced by the product?
- Do your bullets present the features and the benefits of your product in the most attractive and intriguing way possible?
- Do you have at least three credible testimonial (Fiverr produced testimonials do not enter this category) to show what you’ve done for other? The more information you can give about the person behind the testimonial, the more credible it will be.
- Does your copy flow in a easy to read manner, with short sentences and paragraphs? You should keep paragraphs under four sentences long in order to make it flow. Huge blobs of copy are hard to read.
- Do you have a valid scarcity device that is actually believable? Saying that there are limited numbers for a digital product fools no one anymore.
- Is your price presented in such a manner that it looks like a steal, either through comparison with the competition or by showing how low it is compared to the benefit?
- Are you presenting yourself as a credible source - through what you’ve done for yourself in the past or the effort developed into creating the product?
- Are you asking for the sale enough? You should have at least 3 to 5 call to actions in your copy.
- Does your PS remind him of why he should buy - either the price, the guarantee or the outcome? (or all three).
- Is your copy proofed by an native English speaker? You can get away with this in some circumstances as I’m not a native English speaker but some readers are picky and may not buy if you have grammatical or syntax errors.
- Have you’ve painted a negative outcome if he doesn’t invest in the product - what will happen thanks to his procrastination?

- Have you've made a list of his objections and eliminated them gradually through the copy?
- Have you've shown him how easy is to order and how convenient the product will be shipped to him?
- Have you've shown how this is relevant to him - eliminating the main objection "this will not work for me?"
- Have you've qualified the prospect through the copy, showing who is this for and who is this not for?
- Have you've added case studies, which are glorified testimonials and serve to show how your product helped other people step by step?
- Have you've added relevant sub-heads that tell a story of their own and break the copy into readable portions?
- Have you've read the copy out loud and it flowed just right?
- Have you've eliminated any complicated words and made your copy read at a eighth grade level?
- And the most important - does each paragraph naturally flows and leads to the next one as a logical extension?

I'm using a similar version of this checklist after I write each copy, even if I do it on a mental level. I suggest you use it after each project so you can be sure you haven't missed anything.

CPA & Lead Gen Pages

I am relatively new to writing CPA & lead gen pages. The purpose of these pages is for the prospect to give as much info as possible so he will be called by a third party. In other words, it is about capturing and selling leads.

I will not cover squeeze pages here as they are far simpler and share similar ideas.

One of the first pages of these kinds I've wrote is in the niche of credit repair. By applying the proven rules, I've beat the control by five times. This meant that I've beat the current conversion by five times, theoretically improving their profits by 500%.

However, I must be honest - the starting page wasn't that great to start with. It was decent but it was not amazing.

The rules of a good CPA & Lead gen pages are:

1. Focus on the headline. These pages are very short and the headline is even more important than in a normal headline.
2. Explain why you need his phone number and everything else. Don't just ask them. Justify them.

3. Start with the problem, the reason why he is on the page and then move on how you can help him. Keep lead gen pages short.
4. Have a clear call to action. Tell them exactly what he's getting if he enters his email, that being called by a specialist to discuss his problem. Explain that he's under no obligation and under no contract, it is just a consultation call.
5. Include a prompt at which hour he can be called. Most people don't submit their numbers because telemarketers will generally call them in the worst moment possible.
6. Do not include the classic disclaimer that his name, email, phone will not be shared. It is shared, that is the nature of a lead gen page.
7. The design is very important. Everything in the design should lead to the opt-in prompt. Make it clean, make it easy to read (even two sentences per paragraph) and highlight the important points.
8. Explain in a disclaimer that there is no guarantees. This is of legal nature but he must understand that you are not selling the solution, you are selling the phone call.

Apart from these unique traits, simply apply the same concepts as in a normal sales letter.

Useful Tools For Any IMer

These are the tools I use for writing great copy or for creating sales funnels. Some are free and some are paid. I won't include the prices as these tend to get updated from time to time and by the time you read this, they may be obsolete.

Google Drive. I've had my computer crash more than once while I was writing copy. Sometimes I can recover the files. Most of the time, I don't. This means hours of wasted time. That's why I prefer to work in the cloud where my files are saved every few seconds and I can access them from anywhere.

Lead Pages. This is the fastest and easiest way to get amazing designs for your lead gen pages, squeeze pages and sales letters. It comes with several options but these designs convert and are very easy to deploy. If you want to save money on a designer, get a LeadPages subscription.

Optimize Press / UnBounce. They serve about the same purpose, high-end sales page design. In other words, you can design the sales pages themselves up to the smallest detail. The difference from Lead Pages is that these are advanced editors. Lead Pages focus on done for you templates. Even if these too come with templates, they offer far more flexibility.

Elance.com. I work under the mindset that if there is something I can't do effectively, as coding or design I prefer to hire someone. This is the world's premier marketplace and I've hired talents from them very often.

Conclusion

I've wrote this report for both for lead gen purposes and for my copy clients. I can only hope that you've found it useful and practical. If you need to contact me, please do so at razvan.rogoz@gmail.com.