"Who Am I And Why You Should Read This Report"

Wow, a new person just downloaded my report. This is always a good reason to celebrate.

In any case, my name is Razvan Rogoz and I am a copywriter, ghostwriter and marketing consultant. Next to this free report, you have also downloaded a questionnaire. This file contains a few questions that will allow me to know how I can best help you with your project.

I could have used some form program, so you can submit the information directly online but I'm more old fashioned. I like to actually have a copy of the questionnaire, from your own email address, not to provide a simple quiz you can complete.

Therefore, when it is completed (and if you don't know how to answer some questions, just skip them or give your best try) please email it at razvan.rogoz@gmail.com. If you can include a relevant subject line like "RE: New Marketing Questionnaire" that would be so much better since it simplifies my life.

Now let's look at what goodies you are going to get here.

I have thought a bit about what I can provide you in order to provide unique value, something which is relatively hard these days. So I have decided on writing a report on how a non-copywriter (maybe you) can improve it's conversion rate using simple, easy to use strategies and tools.

I have did my best to make these applicable without any copywriting skills but if you have any questions, please let me know at razvan.rogoz@gmail.com

Thank you,
Razvan Rogoz
www.razvanrogoz.com

"What Is Actually Your Landing Page?"

A few months ago, I was studying a few great masters of copywriters. What one told me (in the course) was amazing.

"A sales page is nothing but a sales's person pitch multiplied by million of times". This actually made sense to me. Yes, a sales page is like a salesperson using his best pitch to sell your particular product.

It's like he's standing in front of your prospect, combating his objections, making him want the product, creating scarcity and so on. That's all. It's not creative, it's not interesting, it's just the best pitch a salesperson can give, one which will sell 1 in 100 or 10 in 100.

This may come as a shock to many people who consider copywriting about being creative. Yes, it's nice to have creative approaches to your sales materials but in the end, does it really matter?

No, the only thing that matters is if you make the sale or not. You shouldn't worry so much about how creative you are or interesting but rather if you've convinced the other person to click the "Order Now" prompt or to download your free report or whatever action you want him to take.

This leads us to an interesting idea. Have you've sold your product offline, face to face? You probably did not. Most IMers are IMers just because they want to avoid the off-line field. They do not want to pick up the phone and call 100 people per week in hope that someone will buy. Instead, they want people to come automatically to their website and buy whatever they have to sell, preferably with as little effort as possible from their side.

However, having an actual salesperson trying to sell this offline is the best way to create a winning online sales letter. When you sell offline you can find out in real time about the objections your prospect is bringing ... about what makes him tick ... about what it's going to take to make the sale. In face to face selling, you have real, immediate feedback and you know how to adapt.

Online, you don't have that. You have only the intelligence acquired in face to face sales so you can create a script that will say the right things at the right time.

Action item: Try to sell your product to at least ten people in face to face conversations in order to understand how you should tackle your online letter.

"Understanding Your Market Sophistication Level"

One of the most misunderstood and usually over-hyped concept is market sophistication. This concept revolves around the fact that people tend to get more and more familiar with what you have to sell and will eventually not believe you anymore.

Market sophistication takes place over years, decades and even centuries. For example, the IM business opportunities field went through several stages very fast. If in the start people did not knew a lot about IM and were willing to buy anything that promised benefits online, now there have been so many scams that simply making a claim of earning $50.000/month will simply go overlooked. In a final stage of sophistication, a level five, almost any claim you make will be dismissed and instead you must get attention by showing that you understand what the prospect is feeling.

The concept of market sophistication is covered best in the book "Breakthrough Advertising" by Eugene M. Schwartz, a book which I highly suggest you buy it.
The lesson here?

Markets change. You can't sell in a over-hyped market the same way you would do five years ago. If your prospect sees too much of the same appeal, that appeal will not be effective anymore. In other words, you must come with something new and attracting.

There are a few ways to improve your "grabber". These are:
* Add a new mechanism (how the benefit is created or delivered).
* Add a new claim (what the product delivers as a benefit).
* Enlarge on the mechanism or claim, compared to someone else.
* Show an interest in what the prospect is feeling (as in frustration, desire, etc).

One way to always make your claim more believable is to add proof. I guess this is what everyone is doing these days. Here is how a claim would be improved based on the level of sophistication.

Level 1: Earn money online
Level 2: Earn money online through SEO
Level 3: New update from Google allows you to rank your website faster.
Level 4: Get on the first page of Google by taking advantage of the latest update.

Action step: Determine how overhyped your product is and what you should add extra (maybe a new mechanism or claim) in order to make it work in this market.

"The Four Critical Parts Of Your Sales Copy"

There are many formulas on how to write sales copy and a simple Google search will reveal you more than you can use. However, sales copy still uses more or less the AIDA formula.

AIDA stands for attention, interest, desire and action and it's virtually the status quo advice in selling, copywriting and advertising.

Let's cover each of the four steps.

Attention is your need to make your prospect read what you have. If you have wrote it, this doesn't mean he'll read it or that he'll care for it. You must make it interesting, appealing and benefit based. This is usually your headline. This can also be your envelope or whatever device you are using to get attention. An unique and creative way to get attention (offline) is using a bag that plays a pre-recorded audio message.

Interest is where you show you the features (what it is) and benefits (what it does) of your product tie in with what he needs. Here you usually present every feature and the benefit tied in with that feature, presenting how compelling the product truly is. A good way to make the distinction from a feature to a benefit is to ask "what does it do"?

The desire part is where you present him what these benefits will do for his life. Usually people buy for a very limited number of reasons, including but not limited to looking better, feeling healthy, gaining the appreciation of others, having peace of mind, making more money than peers, feeling superior and so on. Human nature generally never changes.

The action part is where you ask for him to do something. This is where most people go wrong by not asking to do a certain action. If you write a Twitter status about an article, write it in such a way that the person is invited to visit that page. If you want him to buy, ask him to buy. If you want his email, ask for his email and give him a good reason to give it to you.

These are the four basic parts of salesmanship, the AIDA formula. While it's far from perfect and copywriting usually involves many other elements as take-aways, scarcity elements, testimonials, social proof, price justification, value boosting and so on, it's a great place to start from and generally works great.

"How To Edit Your Copy"

After you have written your copy, you should edit it.

There are a few good and less than good ways to do this. For example, reading it out-loud to spot any place where you may get stuck is a good one. Letting people modify your sentences because "it sounds better" it usually isn't.

Let me explain.

Your copy can and should but it's not a must when it comes to being grammatically correct. To be honest, it doesn't matter so much. The key here is to talk like your prospect does. To have a copy that is a greased slide, that reads with ease, like an fascinating article in a newspaper.

Your goal is not to create literary art as that is hardly a sales piece but to create something fun, interesting, fascinating to read that will get a sale. As long as you do this, as long as the copy is so interesting that your prospect can not put it down, you can misspell words and make every error in the book and still make the sale.

Unless it's a sophisticated B2B field, like selling to executives, a formal, business like tone is not only not required but also to be avoided.

My usual editing process for example is:
a) Read it outloud to mark anything that reads "wrong".
b) Give it to another copywriter to spot any weakness.
c) Edit it for big grammar mistakes (usually a read-proofer).
e) Break down paragraphs to make it as easy to read as possible (a paragraph should not have more than three sentences).

The key when it comes to editing is NOT to allow people to change the copy dramatically. Some people may say that it's offensive. Others that another approach would work. Unless they are copywriters and are good copywriters, usually that's wrong. There is a difference between liking something and paying for it.

In copywriting, the only true test is only if prospects pay for what you have to sell. Anything else, any second hand opinion is not really relevant. That's why you should test your copy just as you've wrote it at least in the beginning. You want to know with absolute certainty if it works or not and if not in it's original form.

"What To Do If Your Copy Does Not Work"

Eventually, your copy will not work. Actually, in the beginning that is more like the norm than the exception. There are a lot of rules to learn and in the start at least, you tend to fill in the blanks with your imagination. You tend to write for how you consider the market should act and react, not as it really does.

The difference between how accurately you see your market and where it truly is and how it acts is the difference between winning copy and losing copy.

But let's say you've wrote a copy and it does not work. You've sent at least 1000 unique visitors and you've got less than 1% conversion (one sale in 100).

The first thing you must do is test the headline. If your headline doesn't pull, the rest of the copy is not really relevant. Headlines is like looks into seduction. You may be the perfect partner but if you do not attract the other person first from a physical point of view, that person will probably never know what you've got to offer.

I personally use Google Webmaster tools and I test A. vs B. This means that two variations of the page are shown (one with headline A and one with headline B) are randomly shown, giving you about 50 - 50% page views for every version.

The second thing you should do is test the offer. A price increase or decrease can boost your sales dramatically. Your prospect may consider your product too expensive or he may consider it not expensive enough and therefore low quality. I have seen conversion double after a 100% price increase.

The third thing you can do and which you should always do is simply ask your prospects why they haven't bought. If you have an email list, send a survey. If you want, you can use an exit pop-up to simply ask them. You have to give a very specific reason in order for this to be any good but usually you'll get good feedback.

And if all else fails, take a look once again at your copy to make sure it follows the AIDA formula and if that fails too, write it once again. Usually copy is not awful. If you follow the simple AIDA formula, it should work. What usually goes wrong is the headline or the offer.

Tweak the headline and the offer and you may see an overnight boost in response.

"About Razvan Rogoz"

You have finished my report ... hooray :)

Now let me tell you a few things about me. I'm a copywriter. I'm a salesmanship in print. I take products, concepts, services and I help entrepreneurs to sell them more effectively. I write copy best for business opportunities and self-development.

These are the two fields I've studied most, both in copy and outside of it. After you read the 50th self-help book and after you've invested the 1000th hour into some Internet Marketing guide, you tend to get the ropes rather fast.

But why am I suitable to be your copywriter?

Maybe I am, maybe I'm not. I've had both winners and losers, I've had both projects delivered on time plus something extra and projects I've done overdue. So I won't try to appear perfect.

But what I can tell you is that doing this is virtually my life. This is what I do. I write copy (and sometimes books) and I learn how to do it better. The money earned from this is spent to get better and better. For me, this is probably just a means to an end, a way to get into entrepreneurship, but before I get there, I want to be in the top 10%.

Therefore, I've invested a lot of time in writing, in getting coached, in studying. I've wrote I guess more copy than most people and I've meet and studied more copywriting gurus. I know A LOT of marketing knowledge, especially Internet Marketing and even some brick & mortar concepts (I was studying for an MBA on my own).

And all of this at a fair investment. If you take a look online at other copywriters, they'll say that they quote upper five and six figures for copy. To be honest, copywriting is usually a gamble and I can't ask $10.000 per copy even if some people do it, delivering about the same quality of copy (but on the other hand, some are delivering copy 10x better than mine).

So my fees are affordable, I usually take a part of the risk (as 50% payable only if it achieves certain results) and my focus is on getting results. After writing copy for three years, I've understood that it's not how many words you've wrote so far but how much

money you've made for someone else. And my goal, to build a portfolio of winners may be your biggest advantage in investing in me.

"Copywriting Questionnaire"

Thank you for taking the decision to complete this questionnaire. Since you may be very busy, I will keep it simple and to the point. Every question found here is relevant to me in one way or another, since it can help me better understand your product and project.

Once you have completed it, please send the answers in a new document or in an email at razvan.rogoz@gmail.com.

1. Do you have any testimonials from your customers?
2. What is your unique edge? How is your product superior to others?
3. Please describe your product or service in detail.
4. Can you tell me who your customer is or who you think it is?
5. Please write down six facts about your product that may appear appealing to your customers.
6. Can you provide six common misconceptions your customers have about your product?
7. In what specific way you are similar to the competition and what are your biggest competitors as far as you know?
8. What is the main purpose of your copy?
9. What is your offer? (product + bonuses + price + guarantee + delivery).
10. What specific accreditations do you own?
11. What are your goals with your copy? (Please do not say 100% conversion, be realistic).
12. What is the time frame for this project?

Thank you. These are all the questions. Please email the answers to razvan.rogoz@gmail.com.