

MASTERING THE ART OF CONVERTING WORDS INTO GOLD



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Foreword

A chief element to your success is getting individuals to take action based strictly on the force of your writing.

For publishers, it's obvious that your sales page has to be able to sell intrigued visitors on why they truly require your product, how it's going to better their lives, and why it's more beneficial than any of your rivals' products. When you've made the sale, your product has to deliver the value you've assured, and be easily comprehensible and actionable to individuals all over the globe.

Affiliates have to have an even broader array of authoring skills, depending upon where and how they're attempting to promote products. If you're paying for search engine ads, you have a really specified amount of space in which to convince searchers to click your advertisement, and to explain what they ought to expect on the landing page. If you compose articles, you have to legitimately inform individuals and entice them to click your Hoplink. Affiliates have to overcome a wide assortment of writing styles and determine how to utilize them properly in many assorted locations.

Chapter 1:

The Body Of The Copy

Synopsis

There are particular matters you are able to do immediately to help you drastically better your sales copy.

The body copy is occasionally neglected in a promotional piece. In the effort to get the headline and lead correct, as well as a substantial close and call-to-action, the body copy may get short changed. This is unfortunate as the body copy commonly contains most of your sales messages. If these are ill presented, the success of your whole promotion is at risk.

So what constitutes effective body copy? It has the accompanying ingredients:



The Tips

- Make sure it is clear
- Make sure it is complete
- Make sure it is conversational
- Make sure it is clear

A lot of copywriters battle to write copy that's lyrical or originative. They rack their heads attempting to come up with intriguing metaphors or a cunning turn of phrase. However what the customer wants most is substantial info presented in a clear-cut, precise manner.

Certainly, he wants awesome writing, but it doesn't have to read like Ernest Hemingway. It's merely great writing that conveys effectively. So compose to express, not to impress.

If it boils down to it, always select clarity over creative thinking. Explain product characteristics simply and in particular. Utilize your words to help the reader feel the advantages, and be liberal in your utilization of facts, stats, quotations, and specifications.

Does all this imply your copy should not be creatively composed? Nope. To the contrary, your words ought to be intriguing, even entertaining, to read. All the same, never forget that your basic objective is to communicate the sales messages in a sense that is perceivable and meaningful to your target audience. Don't let your need to be originative overturn clear communications. Does this imply your copy has to be ho-hum? Nope. It merely means that crisp, clear-cut explanations beat the rhythmic pattern of a cunning phrase any day.

Make sure it is complete

Customers expect the body copy of an advertisement or brochure to supply them with all the data they require to make a decision regarding the following steps. Do not let them down.

To the buyer, there is no worse trespass than that of omission. There are infinite marketing materials — particularly letters and booklets — that are so lacking in info that it's amazing that anybody could expect the buyer to make an intelligent conclusion based on what's composed. So constantly be complete.

Attempt to anticipate the questions a customer might ask, and make it a point that you address these in your copy. For instance, when a customer sees your promotion, she may question:

Who's this for?

What does this imply?

Is it truly for me?

What's in it for me?

What is the product?

What issue does it resolve?

Do I have this issue?

Who's the company?

Why should I believe what they say?

Where's the substantiation?

Why should I purchase this product?

What should I purchase now?

Why should I purchase at this cost?

Why purchase from this company and not from the rivalry?

What guarantee do I get?

How much time will this call for?

How much does it cost?

How do I order it?

Make sure your body copy tells the entire story. Trounce all doubtfulness. Answer all enquiries. Give the customer every potential reason to say yes to your proposal.

Make sure it is conversational

Think about the last truly great nonfiction book or material you read. Wasn't one of the matters that made it awesome the writer's voice? You may almost hear him or her speaking from every page. It was as though you weren't reading at all, simply listening.

How come marketing or promotion materials should be any different? Remember, you're having a conversation with the buyer. In some manner it's really intimate. You're asking the buyer to make a purchasing conclusion that will affect — in a humble or even major way — his life, vocation, or business. Doesn't he or she merit a friendly conversational tone?

A conversational flavor in copywriting doesn't inevitably mean casual or work-shy. 2 engineers talking over a new propulsion valve system would talk really differently than 2 surfers deliberating the virtues of a new board wax. Conversational authorship is about connecting with the target audience by re-creating the style, tone, and language those people utilize when discussing a certain class of products or services.

It is no surprise that the most successful promotional pieces ever composed have a conversational tone. In a lot of these, you get a true sense of the writer's voice, and what a helpful, enlightening, and persuasive voice it is. That voice might be more perceptible in a sales letter and less so in a pamphlet or press release, however it's there.

Chapter 2:

Maintaining The Flow Till The End

Synopsis

I have frequently stated that awesome copy produces a conversation with the reader. It does not talk at the reader, it talks with them. There is a difference.

Conversational copy provides the brand a clear-cut voice that consumers may connect with. It engages the customers and speaks directly to the troubles they are facing. As a final result, it keeps them on your site longer and leads to more conversions.

But how can you produce a conversational flow in your copy? Here are some hints to help you out.



Keep The Flow

Memorize your target audience's language—your target audience will ascertain the style of your copy. For instance, a fourteen year old girl talks differently than forty year old men. You have to examine the way your target audience talks and do your best to produce copy that captivates that style. Plainly put, talk to them in a language they may comprehend.

Keep sentences curt and clear—long sentences defeat the flow of your copy. They immediately make you appear tedious, and they simply appear intimidating. Keep your sentences centered on one thought. And while you are at it, make it a point that your paragraphs are short as well.

Dump the huge words—huge words do not make you sound bright, and they do not make your product sound more impressive. The ordinary individual does not speak utilizing fifteen letter words.

Clearness is key.

Read it out loud—after you have composed your copy, read it out loud. Does it seem true? Are there any pieces that do not feel conversational?

Utilize contractions—Contractions help to make your copy seem less formal and more conversational. Most individuals

utilize contractions when they talk, so it simply makes sense to utilize them in your copy.

Chapter 3:

Write It Like Telling A Story

Synopsis

Among the most beneficial ways to sell is to utilize a narrative format, which is a fancy way of telling a story. Stories are absorbing and pleasurable, so they don't feel like a sales pitch.

Additionally, if done well, a story will propel people to convince themselves to take the action you wish. This is because likened with more direct attempts at persuasion, well-crafted accounts let readers draw the conclusion you wish on their own, and individuals rarely second-guess their own decisions.

There are a lot of types of selling stories. Here are a few illustrations:



Get People Involved

Retelling a news article that by nature supports your sales position.

Telling a personal story of defeating an obstruction that your leads face.

Utilizing a historical anecdote to produce an analogy to present market conditions.

Sharing a buyer success story in the form of a case study.

Sticking to the 4th example, among the best ways to craft an engrossing case study is with a hero account. A hero account is a narrative where one of your buyers or customers is featured as resolving an issue, and your solution is the all-important supporting quality.

Here's a stepwise guide to authoring a hero story that sells.

1. Simply the Information.

The opening move is to accumulate the factors of the story you wish to tell. Who's the chief character (hero) and what occurred? Get your storyline together before you start compose, so you'll have a guideline that will keep you on track.

For this illustration, we're going to tell the story of an in-house marketing specialist for a little real property brokerage firm. The business firm brochure-ware site has turned out to be an expensive millstone with no measurable effect on sales, and someone has to fix that.

2. Blast the Headline

As with any other writing you want individuals to really read, the headline is vital. You are able to commonly center on revealing how particular results were found as the beneficial promise to the prospective buyer.

3. Set the Presentation

You know how crucial it is to open firm and carry the reader's attention. Your opening likewise sets the presentation for remainder of the story, so try beginning in the middle of the action to achieve both goals at once.

4. Is This the Answer?

A likely resolution appears, but is it the correct one? Will it resolve the issue? If your hero attempted additional solutions before yours, feel free to inject a red herring in order to step-up dramatic impact.

5. Tension Builds Up

Make certain you build up tension even after the hero embraces your resolution. Everybody is apprehensive before something really works and resolves the issue, and acknowledging this in your case study adds believability and enhances the emotional reward.

6. Climax Alleviates

It worked! The hero solves the issue thanks to the major advantage supplied by your resolution.

7. Happy Conclusion

Do not forget to touch on the ongoing advantages and favorable changes that the hero enjoyed continuing forward. It's ok to leave most of this to the reader's resourcefulness, as long as you close the story by directing the buyer in the correct direction.

8. Call to Action

If the buyer relates to your hero, then that buyer might be imagining herself as the likely hero who solves her own issue with your solution too. The connotation of the story did the selling, but you have to expressly ask for the following action—to call, e-mail, opt-in for more info, and so forth.

Write the whole story in the third person. This helps you center the story on the hero and the effects, and resist the temptation to brag about yourself. Pick out a relatable hero and tell a compelling story, and you are able to let the connotation do the selling for you.

Chapter 4:

Build It Up Through Pain, Aggravation and Solution

Synopsis

Your sales copy is far and away the most crucial element of your sales page as it's the principal device for convincing individuals to purchase your product or service on the net. If you get it incorrect your sales will drop-off, regardless how much you invest in advertising and marketing, all the same if you can get it correct, your net sales will skyrocket.



Keeping People Interested

If your sales copy isn't up to scratch your customer will lose interest in your product or service and not recognize how it may assist them, or merely have a lack of interest in your ho-hum, lifeless and un-engaging sales copy.

Essentially what I'm attempting to say is, if your sales copy isn't up to scratch, most of your site customers will leave your site without purchasing your product or service.

This may have a negative effect on your conversion rate. It's therefore crucial that you get your sales copy correct so that doesn't occur.

What I'm about to teach you is how you are able to include the most superior copywriting precepts in your sales copy that have been proven to better conversion rates significantly and compel customers in to taking the wanted action, which in your case will likely be to either be to purchase your product or service or subscribe to your e-zine.

However, I wish to clarify one thing before we get going.

That is, if you don't research your target market before you start to compose your sales copy, you're destined to produce a low converting sales copy.

I can't stress how crucial it is that you fully comprehend the needs, wants and motivations of your target market before you begin writing your sales copy. If you don't complete this vital step then you'll fail to put across to them the key motives that compel them to purchase your product or service. I'd also like to eliminate the basic belief that great sales copy may sell anything, because it can't.

You have to warrant that your product offers a real worth to your prospective buyer before you progress. If your product does have a true worth, that's great!

Let's carry on. If it doesn't, you have to go back to the drafting board. There is no point in attempting to sell a product with no true worth.

You ought to begin to look at how the 7 capital sins of human nature may help you to sell your product or service. These are:

Vanity – among the most simple and most muscular ways of convincing your reader into making a buy is to flatter them and butter them up. You ought to make them feel important and praise their intelligence. Then you ought to imply that somebody of their nature ought to truly purchase your product or service.

Laziness – Humans are by nature a fainéant species, broadly speaking, and you are able to utilize this feature to your benefit. If you offer your customer something that will save them time or sweat when performing a job, they're more likely to get out their charge cards.

The green-eyed monster –If you inform your buyer on how others are benefiting from your product, they'll before long follow suit. Testimonials and product reviews are a potent way of adding credibility and establishing trust with your customer as they help to evidence how others are already benefiting from your product.

Gluttony – If you are able to convince your buyer that they'll experience some kind of satisfaction or content when they consume your product, you're on to a successer.

You ought to drive this feeling of gratification forward in your sales copy and make your customer aware of how you are able to help them to fulfill a passion of theirs.

Hunger – Similar to gluttony whereby, you are able to show your buyer that your product or service gratifies a passion of theirs, you have a true selling point.

Angriness – It's a fact that most individuals become provoked or angry for a lot of different reasons. If you're able to identify what makes them fired up and find them a resolution to this, then you ought to include it in your sales copy as it will have a favorable effect on your sales.

Greed – individuals yearn for more in life, whether it's more apparel, more vacations, more autos, more cash, more attention, more self welfare or more regard.

Playing on this may be truly powerful as if you offer individuals more of what they want; they're likely to listen to what you have to say.

These 7 capital sins of human nature are a really powerful tool in which you are able to play on and may provide you

enormous potential to operate your leads deep, unconscious emotional sparks.

Conclusions on whether your customer is going to buy your product are made on emotional grounds before the buyer begins to rationalize buying your product.



Chapter 5:

Presenting The Offer

Synopsis

The way you put together your offer makes or breaks your product launch, so you have to make it irresistible. A well put together offer will make your customers excited about what they're receiving, thrilled with the pricing, and hungry to purchase what you're marketing.

In this part of the series, we're going to demonstrate how to make that occur.



Presenting It

If your offer isn't potent enough to simply convert readers into purchasers, you have an issue.

This will help you make your offer more likeable and "must-have," so that your customers view it as a chance to purchase something that they don't wish to miss.

Your offer isn't simply a little description of the product or service you're marketing – it's the sum of everything they get (the stuff) and the way that the sum package is delivered to them (payment plans, data formatting, guarantees, and so forth.). And the way you present everything.

Most individuals simply say "Hey, here's my stuff, would you like to purchase it?" and wonder why they're not bringing in the sales they had anticipated. What they have to do (and what you likely need to do as well) is get incredibly adept at communicating just how great your offer is.

Chances are this isn't news to you, but if it is, here's the general breakdown of a great offer:

- The thing they're purchasing. This may be a product, service or experience ... but it's the core matter that gets their attention.
- Extra bonuses. It's always a great idea to pack some bonuses into your offer to make it more likeable.
- Any relevant up-sells. There's forever a great chance your buyers may be interested in picking up additional relevant products/services during their buy.
- The data format you're delivering everything in. Audio, video, live events, downloads, tangible products ... the works.
- The structure of the buy. This may mean payment plans, payment sorts accepted, and so forth.
- The guarantee you're presenting them. Make it a great one. :-)
- The conditions of the offer. These are constraints like limited time, 3 per buyer, and so forth.

There may be more in an offer if you wish to make it more complicated, but this is the general framework that a typical offer holds. Now let's discuss a few easy tweaks that will make your next offer much more likeable to likely buyers.

Each offer requires a reason behind it as it builds some story into the offer, which helps them comprehend more about what they're receiving as well as legitimizes the offer in the first place. It no longer becomes an "aggressive sale" but instead something that's there for a purpose.

It may be something as simple as a holiday sale – naturally the prices are falling, it's shopping season. Or it may be the opposite, as you see in pre-launch pricing – you are able to get it at a discount if you purchase it before it formally hits the marketplace.

In offers where scarceness is at play, you might see more things as in a tangible product where the first batch is at a lower cost than it will be sold later merely because the seller wants individuals to purchase it fast and get the word out. Passing on the reasoning behind the offer takes the customers' shields down a bit as they see a reason for the deal that adds up to them – and they're comfortably involved in a story. And each little way you make them feel easier brings you closer to the sale.

And bear in mind that the reasoning doesn't have to be founded on discount pricing. You are able to have a purpose for a higher price, also – particularly if your offer involves a short-notice or rush transaction.

If your target market tends to get tense considering pricing (as in, "Geez! That's a lot!"), then it's time to utilize a technique called "normalizing" to make them get more used to the notion of purchasing your stuff.

You don't want individuals to see a big number and get sticker shock, as they immediately raise the protest that

they can't pay that much, or that a dealing of that size is unthinkable. (Curiously enough, you don't have to have a high price for this – a few individuals balk even at spending \$10.)

However the real issue here isn't that they can't see themselves dropping the cash – they simply can't see themselves spending the cash with you.

So you've got to make them view their spending habits to remind them that yep, they spend cash all the time.

The easiest way to do this is to equate the purchase to something they're already spending cash on. Consider all the offers you've seen in the past that accomplish this:

- "For less than the cost of a cup of coffee a day, you are able to support a youngster in (insert country here)"
- "This \$299 all-in-one shopping system substitutes the 3 systems you're already paying \$400+ for"
- "For the cost of one dinner out a month, you are able to get (insert product here)"
- "For the cost of 10 minutes of consulting with me, you receive a 112-page crash program in how to sell your ebooks ..."

The bottom line here is if you are able to compare the buy you want them to make with buys they're already making, then the resistance to purchasing goes way down. So view other offers you see on a day-to-day basis and be aware of

how they're normalizing the buy for you – you'll learn a great deal.

Another basic objection to buying is that the price is too elevated (but you are able to defeat a lot of that by learning to compose a sales page that's designed for high-conversion). Luckily, you can utilize price positioning to defuse this protest.

If you break the sum purchase down into payments, like the 3-pay, 6-pay or 12-pay choices you see out there. This is a simple way to handle 2 distinguishable objections:

- "I couldn't possibly pay that today." – If you're marketing a \$2,000 package, not everybody has that. Breaking it down to, suppose, four payments of \$250 may get a lot of customers to jump on board.
- "It costs a bit much." – If you were to break a \$500 product into twelve payments of \$50, it no longer looks like a \$500 product. It looks like a \$50 one – and that's a big psychological difference.

Now, an intriguing dynamic here is the "full-pay bonus." If you adapt the payment plan so that it's a bit higher than an even variance of the original price, then that provides individuals who may pay the full price a motivator to do so. They in effect "win" by paying in full.

But, as a seller you might think that the payment plan rate is unfairly elevated, but it's crucial, as often individuals don't complete their payments, and the slimly higher rate provides you a chance to recover your losses.

Bonuses are a crucial part of the offer as they make the sum package seem irresistible, if done correctly. The key here is to center on 2 particular types of bonuses – offering bonuses and complementary bonuses.

Offering Bonuses - these are bonuses that extend the utilization of the product or make it simpler to utilize. Examples of this are things like worksheets, 30-day tracks or consulting phone calls that answer questions.

Complementary Bonuses - these are bonuses that are simply nice to have along with the original buy. You'll see bonuses like these if you subscribe to a nature magazine and they send you a birding guide, for instance.

A potent way to pick out bonuses is to ask yourself what objections your buyers may have to buying and producing bonus material that defuses those objectives so your individuals are more likely to purchase.

A different matter you have to consider with your offer is the question "Why wouldn't somebody purchase ... and once I recognized that, what would I need to do to get them to reconsider?"

This is where you really take your offer and present it to individuals (privately) and asking them how come they wouldn't purchase. Chances are that their protests may be worked around – and you have to know this prior to your product launch.

For instance, you may be providing a live class and discover that others simply don't want to travel to where you are, so you may offer a home-study or simulcast choice. Or you may discover that regardless how great your audio platform is, individuals want transcripts.

This is the most crucial part of the process – pre-testing your offer and having individuals tell you what has to change in order to get them to purchase. Don't skip over this step.

The quickest way to get great at crafting terrific offers is to get out there and begin studying the way that others put their offers together. Begin viewing sales pages and taking notes on what's capturing your eye (and what's turning you off).

It's particularly crucial at this point to view a broad range of industries. If you're a life coach, don't spend all your time at other life coaches' marketing pages – check into individuals who sell coaching to companies, individuals who sell fitness equipment or individuals who sell video training for how to grill up an awesome hamburger.

Individuals in other industries won't be utilizing the same old-hat tactics that are standard in your industry – so that means their themes are ripe for the picking.

Set some time apart weekly to look over others marketing pages and you'll learn a great deal – really, really fast.

So now you understand a few of the behind-the-scenes maneuvers that I utilize to make my offers convert like a champ – put them into use, and you'll see more sales also.



Wrapping Up

After you finished your sales page, fool around with the page layout. Utilize similar fonts and font sizes for the body of your sales letters. As for the heading, utilize a different font and/or bold your fonts. Make certain not to clutter the page. The trick is to lead the eye of the potential buyer to center on the advantages of your product first.

Spell check and edit your sales page. Bad grammar and spelling errors are a big put off for potential buyers.

Now you're almost ready to get your offer out there. Good luck and happy selling!

