



The
Copywriting
Advantage

Randy S. Hall

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FOREWORD

Have you ever heard of the term: “Copywriting”? Wikipedia defines it as:

“The use of words and ideas to promote a person, business, opinion or idea.”

Although the word copy may be applied to any content intended for printing (as in the body of a newspaper article or book), the term copywriter is generally limited to promotional situations, regardless of the medium (as in advertisements for print, television, radio or other media).

The purpose of marketing copy, or promotional text, is to persuade the reader, listener or viewer to act—for example, to buy a product or subscribe to a certain viewpoint.

In the online marketing world, copywriting is used extensively to promote a product, gain readership, get opt-ins for list building and to monetize your website.

If you truly wish to be successful in your online business, you’ll have to learn the ropes of effective copywriting to effectively conduct a profitable business.

Thankfully, good copy writing practices are a learnable skill.

INTRODUCTION

The ability to turn words into gold is probably the most important aspect of any marketer. If you can do this, it does not matter where you are in the world, you can make money from anywhere, anytime just from your words.

This whole copywriting thing came later on. Back in the day, the best “copywriters” were the great businesspersons of the olden days who knew how to sell anything to anybody. While people possessed powerful weapons, their most powerful weapon was their pen (or tongue).

Today, modern entrepreneurs are making a killing using copywriting techniques in their businesses. Bear in mind, selling things online is a lot harder than selling things offline because you lack the sincerity of voice and body language.

However, if you know how to tap into the power of copywriting to excite the emotions of your customers, you’ll be laughing your way to the bank.

In the next few chapters, I’m going to reveal to you these secrets.

BASICS OF COPYWRITING

Copywriting is used in many places throughout your online business funnel. Here are some examples of common used places:

The Basics

- Website content
- Blog posts
- Landing Pages
- Email Marketing
- Sales Pages

Remember, the ultimate goal of copywriting is to get your readers to perform your most desired outcome. Most commonly they are making a purchase or signing up into your mailing list.

Therefore, it's very important that you determine what your desired result is before you embark on your copywriting crusade. Clarity is power so it's important to know what you are after so that when you write, things will go the direction you want it to go

Okay, let's look at some basics. Bearing in mind that we want our readers to perform our most desired result, we also can't be too forceful. Here's rule number one:

Keep it casual

You want to be seen as a friendly person who is also an authority figure in your field and not like a blatant salesman. People love to buy, but they hate being sold. If they think you're trying to sell them something they simply won't like you.


The next thing you must know is that some rules are pretty illogical. But one thing that makes sense is this, good practices have been tested and proven (split-tested) by top online marketers for years, so rather than trying to re-invent the wheel, follow what works and reap the rewards!

However, I strongly encourage you do a little split testing of your own as well. Eliminate things that don't work and duplicate or multiply things that do – that is the surefire way to success!

HEADLINE ESSENTIALS

The headline is the most important part of any copy. If your headline fails to grab the attention of your readers, it doesn't matter how good your offer is or how good the rest of your copy is. You only have 3 seconds to make an impact on your readers before they move on, so make it count.

Here's an example of a good headline:



LIGHT A FIRE UNDER IT
... and watch everything take off.

Momentum, they talk about it all the time. For instance:


1. "With that play they changed the momentum of the game."
2. "Once he got his momentum going he did alright."

What if you could plan those moments when you'd be at your best, have all the momentum.

Amazing as it may seem, that's exactly what you can do.

With our new software you can practically tell the future. It's Officette, but not the same old program you've been selling for years. This is Officette 2.01 with greater range of forecasting skills to know when the market is going to take a dip or surge. You plug in the numbers and let Officette do the rest. It's that simple. Your people are going to love it. It's the gift of the season for the savvy business executive, the very customers you cater to. They are the ones that you depend on year in and year out. Well, this year is looking up with Officette in your catalog.

Talk to your Aztec Representative Today **1-888-555-4821**



AZTEC
SOFTWARE
480 S. Bridge St., Taos, New Mexico ~ 789.555.1234

The headline above catches your eye immediately to grab your reader's attention. The sub headline expands on the message in the headline.

In this case, the writer used a fire font in red and highlighted in yellow to draw your eyes there. The black subhead below the header enforces the headline. It's also uses action to pique their interest.

Here's an important thing to note: You should never use FULL caps for your headline. Only use it when necessary.

"IMAGINE WHAT THIS WOULD LOOK LIKE IF THIS WAS ON THE TOP OF YOUR PAGE!!!"

It looks like someone screaming at you – Who would like that? Also, full caps look spammy and nobody even Google likes that.

Also, headlines have to use eye-catching words which can instantly excite the emotions. Have you ever seen magazines at a newsstand? The headlines usually sound catchy and use words which excite curiosity and emotions with topics like sex, money and drama.

Ask yourself, what niche are you in? What words can you use to excite emotions and create drama in your niche?

USP VS. ESP

We talked a lot about emotions in the previous chapter. Back in the days, many businesses use something called “Unique Selling Point” or “Unique Selling Propositions” to differentiate themselves from their competitors to rake in more sales.

Which One

While that is very important, in the online world, we have something additional called “Emotional Selling Point” – Which is the ability to tap into the emotions of your readers so that you can make them carry out your most desired action.

Here’s an example of an emotional selling point:

“I knew what it was like struggling as a new marketer, learning how to draw traffic to my website. Sometimes, I even had a slice of bread a day because I wasn’t making much money from my online business...”

This classic example relates the hardship faced by the marketer to the person reading the sales copy, who is probably facing the same problems he once faced.

Emotional selling points also deal a lot with powerful emotion stimulating words. For example, in the make money online niche you would use words like: “time and financial freedom, free from the shackles of 9-5, quit the rat race”. These terms are emotional terms related to the niche that people can easily relate to and connect with.

In short, if you wish to use ESPs effectively to market your business, ask yourself these two questions:

- 1) What niche am I in?
- 2) What kind of words/stories/situations do people in my niche identify with?

Once you have determined the answer to these two questions, you can try to brainstorm as many ESPs as possible that you can use in your sales copies or marketing content.

CALL TO ACTION

The call to action is probably one of the most crucial components of any piece of content. The first thing you must do is determine what is your most desired outcome that you wish for your customers/prospects to carry out.

Action

Different components of your business would usually require a different sort of desired outcome.

- Blog – Comments
- Facebook page – Likes
- Landing page – Opt Ins
- Emails – Click Throughs
- Sales pages – Purchases

These are the common types of results you would typically want.

So once you have determined your call to action, it must be worded or shaped to facilitate that kind of action.

For example: For a blog setting, a good call to action would be – “If you liked this post or have any ideas of your own, please comment down below!”

As silly as it may sound to literally tell a reader what to do is really effective and split test studies have shown this to be true. So the best way to achieve results fast is to model what others have been doing which works and eliminate things that don't work

To give another example, if you wish for prospects to make a purchase, you might ask them to “Grab your copy now, while it's still available!”

Note that I've added a simple scarcity factor (one of the extra marketing nuggets often used) by claiming that it will run out if you don't act now.

Adding scarcity factors or time sensitivity to your call to actions often result in high conversions, so don't forget to include it in whatever you do!

Finally, you must bear in mind that the success rate of the call to action is not solely the result of the words used in the calling, but how you put together different components of your sales copy such as ESPs, handling objections and showing the benefits.

HANDLING OBJECTIONS

Handling objections is an integral skill of good sales copywriting.

Objections

Whenever a person reads a piece of sales copy, many questions will pop up in their mind in attempt to “protect” themselves from “losing their money”. This is a natural behavior, and if you know how to handle these objections effectively in your copy as they emerge, you will be reaping in massive rewards.

Here’s a couple of commonly used techniques for handling objections:

1) Testimonials

Social proof is something almost everyone looks for when they wish to buy a product. The more convincing and authentic the testimonial seems, the more they will believe the product is good. Try to include testimonials with snapshots of the buyer, or using video testimonials if even better.

2) FAQs

Having a frequently asked questions section helps greatly in overcoming any objections that appear. Here you can address all the common misconceptions that may sprout up such as how to use the product, for whom is the product right for and price concerns.

3) Post scripts (P.S)

P.S or Post scripts have been used extensively in sales letters to boost conversions. Before clicking the “Add to cart” button people will usually have a final line of defense which prevents them from making the purchase. If you have a couple of post scripts ready, you can give them that final nudge to make the purchase.

4) Good reasons to buy

A personal favorite of mine, this section gives your readers a couple of good reasons to help them rationalize their purchase and greatly boost your profits.

Incorporate these great tools for handling objections in your sales copy and you’ll soon see a soar in your sales.

COPYWRITING MISTAKES TO AVOID

Everyone makes mistakes in their marketing career. This section aims to help you bypass the whole “experimental phase” and avoid the biggest mistakes ever made in copywriting.

Errors

Mistake #1 Selling before first demonstrating value

Before you blast your subscribers with offers, you must always give them tons of free value and establish a genuine relationship with them.

Mistake #2 Wrong text alignment

As a general rule of thumb, words should always be aligned to the left, indented inside slightly and not have too long a word line. This is to prevent a break in the continuity of your visitor’s reading flow. (from left to right)

Also, images should be used sparingly, only if its directly relevant to your sales copy and should be aligned to the center.

Mistake #3 Sounding too formal

Let’s face it, if your pitch sounds too formal, you’ll come off as sounding like a sales robot. For goodness sake, throw in some human factor and speak with a casual tone. No one likes to be hard sold. If you can connect with your readers in a more informal tone so they can identify with you, you’ll be more likely to make that sale.

Mistake #4 Wasting your reader’s time

Basically, to write a good copy, you should only be adding things which contribute to the sale and removing things which do not. Your reader’s attention is very precious so if you manage to catch their attention, make it count. Don’t bore them with useless stuff.

In short, if you avoid these mistakes and diligently practice copywriting methods as shown above, you’ll get better and better in no time and make more sales.

SWIPE FILES

This section deals with swipe files that you can instantly use and copy and paste into your sales copy. This swipe file has been tested and proven to have high conversion rate boosting effects and will greatly benefit your sales page.

Use This Swipe File For Mega Profits

We are looking for experienced Leaders to join the 1000's of people from all over World who have joined the xxxxxx opportunity already. This is just the beginning!!

—
Forget everything that you're up lines have told you. Soon they will be coming to YOU to figure out what you have done to explode YOUR business...Because I am about to hand you Absolutely FREE of charge, the exact system I used to...

—
"I Generated 3,568 Fresh Live Leads And 156 New Recruits and \$73,568 in My First 3 Months"

—
Now being introduced in your neighborhood...a revolutionary business opportunity straight from Europe amazing new OPPORTUNITY.

—
So what do you look for in a home business?

The three most important things that a home business opportunity should provide are:-

- *Solid product*
- *Benefiting compensation*
- *Incredible training and support*

—

If I Don't Show You a Proven Path To Make Over \$1 Million a Year ... You Owe Me Nothing! MY IRON CLAD GUARANTEE.

—

DO YOU, DO YOU, DO YOU,

Deserve Something Better In Your Life?

Follow My Proven Steps, And I Don't See How You Can't Make Money Copying My Proven System!

—

Wanna be a Millionaire?

If your answer is Yes! Then this money making idea is for you otherwise leave this page right now & go to your traditional job or business. There you have to obey your boss's order & have to work for someone else, making him rich for only a few hundred dollars. Maybe you currently own a traditional business where you have to work from 9 am to 8 pm, waiting for the customers to show up all day long. Not to mention having to look after things like warranties, replacements, worker's thefts, price falls & many more problems.

Now All Your Dreams ARE Going To Become Reality, with This Easy To Follow System To Make Money On Internet Instantly.

—

Building an Internet Business in a Recession

There are a lot of worried people out there. You might even be one of them. People are losing their jobs, seeing their wages cut, watching their revenue charts change from a steep hill to vertical cliff.

—

Identify your passions, and harness your inner genius to turn these passions in to wealth amassing profit centers.

—

Discover the secret wealth cash flowing formula that only top Internet millionaires have known... Until now...

OR

Sit at home and do nothing towards creating the wealth building business engine of your lifetime! Earning nothing while you procrastinate.

—

This 100% xxxxxx System is Revolutionizing the Home-Based Business Industry... Discover How This Incredible System Can Help Your Business.

"Even While You're Sitting Back And Relaxing At Home!

NO Experience Necessary! 3 Easy Steps To Success!"

—

Millions of people all over the world are making money online with just a computer and a few hours a week, YOU CAN TOO!

—

Are You Serious About Earning a Huge Online Income?

Have You Had Enough Of The 9-5? Is the Financial Crisis Worrying You?

Then You Are In The Right Place For Easy, MASSIVE Profits!

For the price of a cheap take-away you can get in a team that will take you all the way to financial success!

An incredible inexpensive, fast and easy way to make a huge amount of extra cash and receive massive exposure all while you SLEEP!

—

Making Money From Home Just Got Easier!

Presenting...

Your Product name HERE

Congratulations!

You Just Embarked On A Mission That Simply Cannot Fail.

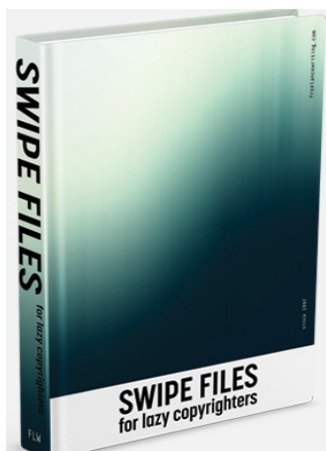
How Can We Be So Sure?

If you want to build your list so HUGE that you will never have to pay for advertising again, just give me 2 minutes of your time...

"FOR URGENT RELEASE: A Sure-Fire Method to Build A Mammoth List In Record Time AND Have People Falling All Over Each Other, Eager To Pay YOU To Add Them To YOUR List!"

Tight on budget? Not enough leads for your business?

Here at xxxxxx.com, we not only have double opt-in leads, all of our leads, both old leads and new, are verified DAILY over and over again to ensure they are serious about reviewing and even joining the opportunities that was sent their way!



This is a free eBook of Swipe Files that you can download from the internet just go to <http://www.freelancewriting.com/ebooks/ebook-copywriters-swipe-files.php>, scroll down to the bottom of the page and click on the **Read now** link (see illustration below). The Download links don't seem to work.

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Archive.org (read online / download .PDF / ePub)	Download
Lulu.com (download .pdf)	Download
MediaFire.com (download .pdf)	Download
FreelanceWriting.com (direct download .zip file .pdf)	Download

You can also find other such swipe file with the Google search: free swipe file copywriting.

FINAL WORDS

The ability to sell from your words and make huge profits is an art. Thankfully, it is also a skill that can be learned and honed.

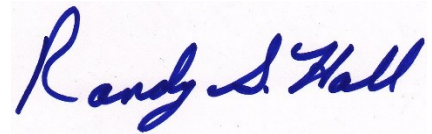
Your job as a marketer is to diligently practice these methods on a daily basis. The more copy you write, the better you will get and soon you'll be able to churn out high quality sales copies with ease.

Don't be discouraged if your sales copy doesn't convert well the first time. Keep tweaking your copy and remove the things that don't work and replace them with things that do. Split testing is the key to mastering the art of copywriting.

The better you get, the faster you get to have more spare time on your hands, or you can focus on other parts of your business to bring in more profits for yourself.

All the best!

To your copywriting success.

A handwritten signature in blue ink that reads "Randy S. Hall". The signature is written in a cursive style with a large, prominent 'R' at the beginning.

Hall of Words