

How To Improve Your Copywriting Skills



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Basic Web Copywriting Checklist

Copywriting is one of the most important parts of internet marketing. Once you get visitors to your site, you must depend largely on your sales copy to convert the visitors into customers.

Sadly, many webmasters neglect the art of web copy writing. Copywriting truly is an art, but having a checklist of important points is also very helpful. Here are some of the major components of good web copywriting.

1. Your Headline

Does your headline grab the readers' attention and compel them to read further? It is essential that your headline do that. Web surfers generally move about on the internet very quickly. Research says that you have a matter of seconds to catch your website readers' attention, or they will move on. That is why your headline is so important.

2. Your Introductory Copy

Do the first few paragraphs of your sales copy reinforce the headline, and convince readers to continue reading?

3. Benefits

Does your sales copy sell the features or the benefits of your product or service? For example, does your site try to convince your readers that your vitamin C product is the best, or does your site try to convince your readers that your vitamin C product will give them the most health benefits?

4. Call To Action

Does your sales copy clearly and compellingly tell your customer what action they should take after reading your website? (usually the desired action will be to buy your product)

5. Assurances

Your prospects will only buy if they feel comfortable doing so. There are several things you can do to make them feel more comfortable buying from you, such as:

- Displaying your picture
- Displaying your contact data
- A membership with the Better Business Bureau, etc
- A Guarantee
- A secure server logo

These 5 points are only a few of the most important parts of web copywriting. If you want to convert as many of your visitors as possible, study the art of copywriting and learn how to become a master copywriter!

The Secret Power of Words

If the best way of communicating with prospects and existing customers was through sign language, we'd all have to learn to sign. Or if the best method of communication proved to be some kind of mutually understandable code, we'd all have to learn that code in order to say anything. Thankfully, our communication process is much more simple or is it?

A sales person has the benefit of meeting his prospect face to face, and will be able gauge his pitch according to visible response signs displayed by his prospect. An experienced sales man will instinctively know from the facial expressions and body language of his prospect, whether he's hitting the right buttons. This is usually indicated by the prospects head nodding up and down combined simultaneously with a beaming smile and wide-eyed appreciation.

A telesales person has much less to go on. They can only judge response to their sales pitch through the prospects answers to questions and the actual tone of their voice. Most telesales people find their job easier when they try to imagine the look on their prospects faces while they're talking to them. But, the deciding factor will almost always come down to the tone of voice deployed by both parties.

The Internet and Direct Mail Marketer have no such advantages over their prospects. They can't see them and they can't hear them. Their only weapon in their armory of sales pitches is their written word.

How we communicate through our written words holds the absolute key to successful selling online and offline. Whether it's a sales letter, an email or ad, the written words must convincingly convey the sales message directly into the prospects mind. But first, you have to get your prospects to actually read your message, and usually this very first hurdle will claim many, many casualties.

Getting someone to read your sales pitch will almost certainly depend on your headline. Your headline is your introduction. Your hello, your hey you and your listen up. If your headline doesn't grab the attention of your prospect within two seconds, it's goodbye and farewell.

Other important aspects of a killer sales message are sub-headings. Sub-headings are generally used to maintain interest throughout the copy. But they're also included for the benefit of prospects that first scan your message before deciding to read it in full. To some degree, they're almost as important as the headline itself.

Then there's the body copy. It's here that your copywriting talents and skills should really shine through. Here you have the opportunity to use any words in the English language to describe and explain in fine detail, the benefits and features of your product or service on offer. And the English language is positively rich in adjectives, so there can be no excuse.

But the real secret to creating captivating copy is to use sense words. That is, words that arouse the senses. Touch, see, smell, taste and listen is what we instinctively do every day. They represent our human survival mechanisms and for the most part, we trust them. Other mammals rely on them totally.

When you use sense words in conjunction with emotionally fueled trigger words, you can elicit all kinds of responses, which can be carefully channeled into the heart of your message for maximum impact. Harnessing words for profit in this way is a skill, and it's a skill that every online and offline marketer needs to fully comprehend.

Learning to write outstanding and emotionally charged sales copy is not an essential requirement for business success, but recognizing the effectiveness is.

Never underestimate the secret power of words.

5 Must Have Questions In A Sales Letter Must Know

People have included all kinds of sales pitch in their sales letter but sometimes still wouldn't achieve the results they want. The importance of a sales letter is likened to having a shop to sell cars. If the looks of your shop isn't delivering a good impression, no one will be going to buy your cars.

Thus, you must make sure that your sales letter have answers to the most basic questions, and instill interest in your visitors towards your product just with these five specific questions:

1. What's In It For Me?

The number one rule of salesmanship ? people only buy for one reason, which is for getting the results from a product, what they will receive out of it. To achieve this, you must be quick in catching their attention since the beginning with your headline. Create a very convincing headline and tell your visitors what they will get in one shot through your headline.

2. How Will My Life Be Better?

This is where you have to understand the emotional appeals that attract your prospects like moths to a flame. Do they want to become richer, smarter, better looking, thinner or more popular? Do they want to save time, money or effort?

Study your niche market until you know what emotional buttons to push and you'll see a huge increase in your sales instantly. Use their desires to attract themselves, that's where you will get them nodding their heads and continue reading right until the end.

3. Why Should I Trust You?

People are skeptical when it requires them to take out their wallets in order to buy a certain product. You need to clear their doubts by providing positive testimonials from your previous customers and emphasize the benefits of your product.

If you don't have testimonials for your product, search for forums related to your niche and offer to give a complimentary copy in exchange for a testimonial, usually you will get a hot response in no time.

4. What Will Happen If I Say No?

You are not going to let them say no, that's it. Remind them about the problems that they are having, the frustrations, how much money will they lose, or how sad their lives are currently and tell them how they can change all of them in one shot, just by a small investment in your product.

5. Will I Be Stuck With Your Product?

This is where you seal the deal. Tell them that you provide a 100% satisfaction guarantee, they must get it now. The most important thing is to make them buy, and the rest depends on their choices. 70% of the people who purchase a product will not refund it unless they have seen something similar before or they've planned to only "borrow" it since the beginning.

When you have all these points to answer your prospects questions in your sales letter, not only will you gain an unfair advantage over your competition but also let your prospect know that you care about their problems and you have the solution that they need.

8 Strategies To Catapult Your Copywriting Skills To The Next Level

I am about to share with you 8 quick ideas and suggestions to dramatically help you improve your copywriting skills as you get going. You can use these tips when it comes to creating offers, emails and sales letters that grab people's attention.

So without further ado, here they are!

1) Always Write Your Sales Letter With The Individual In Mind.

Whenever you're writing a sales letter or an E-mail, you want to write that email or sales letter as though you were talking to one person.

2) Pull them in with the first line.

You've got to create interest with the reader, the very first line that they read.

3) Use Bullets.

People like to scan, they like to quickly read things as fast as they can, and using bullets makes that whole process a heck of a lot easier. So use them.

4) Just let it flow.

When you're starting to write a letter, it is very difficult to just start from top to bottom and write everything. When it comes to writing it and actually putting everything down in order, I want you to just write as it's coming out. You're going to have moments when inspiration hits you and your pen is going to go like crazy or your fingers are going to go like crazy on the computer keyboard, and I want you to just let it flow.

5) Write Like You Speak.

I briefly touched on this in one of the earlier points. But it's much easier for you to envision that you're communicating with one individual as though you're having a conversation with that person, because when that person reads your sales letter or your email, they're going to feel like you're talking right to them, and that's exactly what you want.

6) Make Your Communication Easy To Read.

What I mean by that is use short paragraphs. Use pictures. I want you to bold certain things. I want you to highlight important areas.

7) I Want You To Stress The Benefits And Not The Features.

I want you to put yourself in the shoes of the person reading your communication piece. The number one question that they're going to be asking is: What's in it for me? You have to address those things, and you've got to stress the benefits of your particular communication piece that you're trying to use.

8) I Want You To Keep The Reader Interested.

How do you do that? On a sales letter there are a ton of ways that you can keep the reader interested, and I'm going to give you a few of them right now.

- You can use graphs.
- You can use pictures.
- You can use audio.
- You can use video.
- Another one that people love to see are testimonials.
- Another one that you can always use is giving examples of proof.
- Do you have checks?
- Do you have screen shots of people registering for certain things?

Whatever you're trying to sell or promote, I want you to give proof that it works or that it would provide benefit to the person that is reading it (screen shots, pictures, testimonials) these are all great things of proof.

So there you have it, 8 quick tips to improve your copywriting skills. This is not the be all and end all of copywriting techniques but they will definitely help you jump over some of the hurdles that are standing in your way!

How To Choose A Professional Copywriter

You already know that professional copy writing is worth its weight in gold. You know that a good copywriter can help both to drive traffic to your website, and to keep it there once it arrives.

What you don't know is how to find that copywriter.

Don't worry, you're not alone. The problem with copywriting is that, unlike, say, soda or bathroom cleaner, it's not something you buy every week, or even every month. And unlike the products and services you're familiar with, it can be difficult to know what to look for or to spot a good thing once you've found it.

Luckily, as with most things in life, finding a copywriter is easy once you know how. And this article is here to show you how.

What to look for in a copywriting service

If you're like most people, the first place you'll turn to in your search for a professional copywriter is a search engine like Google. Wise move. Your copywriter's website is probably the biggest clue of all as to just what kind of service you can expect. Here's what to look for:

1. Client Testimonials

Any good copywriter will know that testimonials are one of the most powerful sales tools you can use to create copy that converts site visitors into buyers. (If they don't know this, then they're not a good copywriter. Hit that "back" button fast).

You'd expect your copywriter to use testimonials on their own site too, then, wouldn't you? Look for a link that states "testimonials" or "customer comments" or similar. If it's not there, ask yourself why?

2. A Portfolio

No decent copywriter will expect you to commission them for a project without seeing some examples of their work. A copywriter's portfolio is his or her calling card: without it, they're going nowhere. Spend some time looking at the portfolio on your copywriter's website. How does the copy read? It should be crisp, clear, and easy to understand.

It should also prompt you to take some kind of action once you've read it, whether that action be making a purchase, joining a mailing list, or simply reading on. If the copywriter's portfolio doesn't persuade you they're worth using, nothing will.

3. Client List / Resume

There are no particular qualifications a copywriter needs to begin practicing. Some copywriters have English or journalism degrees, others are completely self-taught, having learned their craft from the ground up.

Instead of asking your copywriter about their qualifications, then, ask about their experience. Who have they worked for in the past? What have they done for those other clients? The answers to these questions should tell you all you need to know about how well-equipped the copywriter is to work on your project.

4. Fees

Some copywriters state their fees up front, others prefer to give quotes only on enquiry. No matter how your copywriter prefers to reveal their rates, though, make sure you have something to compare them to. Shop around. You wouldn't buy the first house or car you laid eyes on, and neither should you settle for the first copywriter you find either.

Once you have some quotes to look at, however, don't make the mistake of assuming that the lowest quote must be the best value. Make sure you're comparing like with like. Beware of "article mills": companies who sell articles for just a few dollars per time. These companies tend to employ amateur writers, many of whom don't even have a good grasp of English.

Remember, you get what you pay for, and if a quote sounds too good to be true, it probably is. The going rate for website copywriting is around \$60 per hour. If you're being quotes significantly less than this, ask yourself or your copywriter why.



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