

101 TIPS TO WRITE COPY LIKE A PRO

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Report Sections

1. Getting Started
2. Writing Compelling Copy
3. Improving Your Copy

Getting Started

1. **Start a swipe file.** Good copywriters are always on the lookout for examples of good copy. When you find them, add them to your “swipe file” for ideas when you get stumped. Of course it’s never advisable to plagiarize something another copywriter has written, but you can take a particularly well-written letter or ad and rework it so it works for what you’re selling.
2. **Spend time copying out excellent sales letters.** Most of the world’s best copywriters will tell you that they got started by literally handwriting out some of the best sales letters of all time. Doing this will help you to learn the flow of a good sales letter and how to take readers from being mildly interested to pulling out their credit cards. A great place to find successful sales letter is <http://www.hardtfindads.com>.
3. **Understand your customers to write more compelling copy.** If you want to write copy that captures the attention of potential customers, you need to know who it is that you are writing for and what’s important to them. Take the time to clearly define your target market by researching them in online forums, reading the products they’re buying and conducting surveys. Who is your ideal customer? How old are there? Where do they live? What do they want out of life? What do they look for in products similar to yours? A lot of copywriters assume they are part of their own target market and don’t spend nearly enough time on this important step. Be sure you’ve researched your ideal customer inside and out before you ever write a word of copy!
4. **Start headline writing by brainstorming several options.** No one – not even the most seasoned copywriters – get a headline right on the first try. So accept this and get started brainstorming headline ideas. Try creating one around each of the major benefits of your product. Other great ideas are to write a few in the style of “How To...” or “Discover...”. You’ll find that the more you write, the easier it becomes to create great headlines. And when you’re done you can combine them to create the perfect one.
5. **Know where your prospects are in the buying process.** There are 5 phases customers go through when making a purchase. First they IDENTIFY a want. They then SEARCH for a solution. Once potential solutions are found they EVALUATE the different options and then DECIDE on one. Finally they make their PURCHASE. By knowing which phase your customers are in when they arrive at your site you can better help guide them through the remaining phases.
6. **Make a big list of benefits and features before you begin writing.** The more you have to work with, the easier the task. That goes for any writing project... and it’s especially true when writing sales letters. With plenty of resources and reference material at hand, writing copy is a breeze. The trick is to spend the time and effort digging up the gems before you begin.

7. **Know what action you want visitors to take before you write any copy.** Before you write a word of copy, take the time to plan out how you want visitors to move around your site. Maybe it doesn't make sense to try and sell them on their initial visit. This may be the case if you sell a product that is complicated to explain or that is a costly purchase. In this case you may want your sales copy to guide prospects to contact you to learn more or sign up for a demo. Whatever action you want prospects to take, make sure your sales copy makes it very explicit. You will always see a better result from spelling out EXACTLY what you want prospects to do.
8. **Spend time crafting a great Unique Selling Proposition (USP).** Your USP is the thing you offer that makes you different from everyone else in your industry. It may be your guarantee, your bonuses, your method of doing business... whatever it is, make sure your customers know it! Many companies have been very successful at making their USP their company tagline. Take Domino's pizza for example – "made-to-order hot pizza delivered in 30 minutes or less — guaranteed" is their USP and also the tagline that made them into one of the largest and most successful pizza chains in North America.
9. **Choose the best approach for your audience.** In some industries, prospects respond better to an informative sales letter. This technique is often referred to as education marketing. Sometimes a very sales based approach is best. By knowing your prospects and what their biggest wants are, you'll be able to determine the best approach for them.
10. **Before you start writing, create a plan.** Always sit down and make at least a short plan before you start drafting your website or sales letter. Without a plan, you are more likely to get off-topic or to lose track of what you wanted to say next. Even a simple outline can keep you on track and help you ensure you don't miss any important points.
11. **Always have a goal in mind when writing sales copy.** The first thing you need to do before you write a single word is determine what you want to get out of your efforts. Perhaps you want to broaden your customer base to include different types of customers or maybe your goal is to increase your conversion rate. Regardless of what you're aiming for – you need to clearly define that goal ahead of time. Once you do, you will be much better equipped to steer your customers in the right direction through your copywriting. And you'll have a way of measuring the success of your copy.
12. **Study your competitors.** One of the most important activities that any online marketer can do is to study their competition. Know what your competitors are offering, how much they are charging and what marketing activities they are using to get their customers. Then use this information to be better than they are!
13. **Find out how your competitors look to their customers.** Do they look competent and trustworthy, or do they have shortcomings that are quite obvious? Do they have a

great technique for convincing customers to buy? Take advantage of what you learn, because there's no rule against borrowing successful marketing techniques from anyone, even your competition.

14. **Learn how to turn features into benefits.** Start by making two lists, the first should be the benefits of your product and the second should be the features. Now, combine the lists by transforming the features into additional benefits. Instead of just listing "immediate access to ...", use "YOU WILL GET immediate access to..." This is a good approach, because benefits sell products better than features. And, when you can turn your features into benefits you are explaining your product in a way that focuses on the reader rather than on your product.
15. **Study successful ads.** One of the most important things that any writer can do is to read. Read online ads in Adwords, Traffic Exchanges and newsletters. Read ads in magazines to see how ad agencies are persuading prospects. In particular you should pay close attention to products and services that you know your target market is buying. Then take a similar approach with your sales letter.
16. **In your rush to launch your website, don't neglect your sales letter.** Launching a new website is an exciting time. But in your excitement, don't let your sales letter suffer. It's critical to your success that you take the time to thoroughly research your target market and address their wants in your sales letter. Failing to do so will result in dismal results and a lot of frustration!
17. **Determine what the "hook" is.** The dream of every copywriter is that they will be able to find the one "hook" that grabs customers and doesn't let them go until they've made a purchase. Although it's not an easy task, it's well worth the time spent to find the hook that is irresistible to your prospects. Once you've got it, craft your sales letter so that it uses the hook to convey to customers how well you understand their wants and positions your product or service as the best possible solution.
18. **Learn how to write compelling headlines from magazines.** Take a trip to your local bookstore, grocery store or convenience store and scan the covers of magazines. You're looking at one of the best examples of compelling copywriting. People buy magazines right off the rack for one reason – the headlines. More specifically, it's the short, bullet-like copy that sucks prospects in because they just have to learn more. Pay close attention to how these headlines are written and use that information to write better headlines for your site.
19. **Make testimonial gathering a part of your marketing.** Glowing testimonials from satisfied customers is an excellent way to show new prospects the value of what you offer. To make sure you have a steady stream of new testimonials, follow-up with customers after each sale and respectfully ask for their feedback. Many customers will happily send along their thoughts and with their permission you can use their comments on your website. Nothing is more effective in convincing unsure prospects than hearing glowing words from others who were once unsure prospects themselves.

20. **Get endorsements to enhance your credibility.** Endorsements from recognized experts or institutions in your field will immediately inject credibility into your sales letter. The best endorsements read like convincing testimonials plus they have the added impact of coming from a voice of authority. After all, what expert would risk their reputation to endorse a product for nothing... unless they really had no qualms about doing so because they absolutely loved the product!
21. **Create a list of possible objections.** One of the biggest advantages a live salesperson has over a letter is that they can handle a prospect's objections. Most sales are won or lost based on how well the seller is able to eliminate the potential buyer's uncertainty! Before you write any copy, make an extensive list of possible reasons your customers may not want to buy what you're selling. It may be that they'll think it's too expensive, not different enough from a competing product, difficult to use, too time consuming... or a million other things. Knowing why they might not buy gives you the opportunity to address these concerns head on in your sales copy.

Writing Compelling Copy

22. **Make sure your copy sounds like a conversation.** The more conversational your copy is, the more engaged your customers will feel. Nothing is worse than boring sales letters that sound distant and technical as they describe the features of the product. If a prospect is not engaged, he or she will not stick around long enough to even think about buying.
23. **Write your sales letter as though it is a letter to your mom.** An old copywriting trick is to pretend you're writing a letter to your mom. Explain to her all of the exciting details about your product or service. Then replace "Dear Mom" with "Dear Friend" and voila – the perfect sales letter!
24. **Tell a compelling story.** People are naturally more interested in stories than they are sales copy because they feel less pressure to buy. Use this fact to your advantage by telling a story that highlights the key benefits of your product or service. Need some inspiration? Consider telling the story about how you came to develop the product. Or profile a customer who is doing amazing things with your service.
25. **Make sure your headlines tell them everything they need to know.** Most readers scan a web page to get the general idea of whether your product is something they're interested in. Very few actually read your copy from beginning to end as you've written it. So accept this fact and make it easy for them to find out what they need to know to consider making a purchase. Work all of the important information such as benefits and your guarantee in to the headlines and subheadings. If you pique their interest they'll go back and read the rest of the copy.

26. **Use bullet points instead of paragraphs to list benefits.** Bulleted lists provide the reader with small, digestible tidbits of information that are easier to read than wordy paragraphs. Be brief. Don't make each bullet point a new paragraph; otherwise you might as well just skip the bullets. Instead use them to tell the customers your product's strongest benefits and make them excited to learn more.
27. **Avoid using periods at the end of bullet points.** You can use a comma or a semicolon if you wish, but putting a period at the end will stop the eye. Give the reader a feeling of incompleteness, so that they will continue on to read the remaining bulleted items.
28. **Don't try to appeal to different target audiences in one sales letter.** The more your sales letter speaks to the wants of a prospect, the more likely you will be to make a purchase. The more targeted your sales letter, the better your results will be. If for example you sell golf products. You will have a difficult time writing a convincing sales letter that addresses both the wants of new players looking to learn the game and veterans interested in shaving a few strokes off. Remember, each market is attracted by different benefits. What ranks as the number one, most enticing advantage to one segment, might have little or no effect on another. If you have a product that appeals to different groups, be sure that you address each individually. It may mean separate sites but that's a small price to pay for the increase in revenue.
29. **Include a headline on your order form page.** Don't stop selling the prospect once they click through to your order page. Many site owners simply use a generic title, which does nothing to tell the prospect that he or she is headed in the right direction to achieving everything your promised in your sales copy. Use this space to keep the prospect excited so they take the final step and enter their credit card information.
30. **Include more than one P.S. if it makes sense.** If one P.S. is good, then two or three must be even better! If you have more than one important thing to say at the end of your letter, go ahead and include more than one P.S. For example, if you summarize your offer in the first P.S. then add a second one that reminds them about your money back guarantee. And maybe even put in a third one that gives a killer testimonial from a customer. Just be careful not to overdo it. Make each P.S. well worth your prospect's time to read it. Don't just repeat the identical words you've already used in your copy or it may come across as being a sales gimmick.
31. **Don't neglect the opening paragraph.** So you've crafted a killer headline that sucks prospects in like a vacuum... but are you losing them with a weak opening paragraph? Be sure to spend time creating an intriguing opener that will grab your visitor's attention. They should want to keep reading just to find out what you're going to say next. A good way to get started is to think about how you would begin your pitch if you were selling your product face to face. Imagine that you're talking to a prospect who is interested in buying but is still far from being 'sold' on your product. What would make him want to know more?

32. **Recycle your discarded headlines.** A great source of compelling bullet points is the headlines you opted not to use. Rework them and use them throughout your sales copy to deliver short, hard-hitting reasons a prospect should buy.
33. **Answer your reader's biggest question, "what's in it for me?"** Potential customers are only interested in one thing – what your product or service can do for THEM. Don't make them guess or read between the lines. Explicitly state what owning your product can do for them. By painting a compelling picture you'll make them want to buy!
34. **Use the AIDA method.** AIDA is an acronym for Attention, Interest, Desire, Action. These are the steps a well-crafted sales letter will guide prospects through. Remember this formula when writing your sales letter and you'll be able to suck your prospects in and leave them little choice but to buy!
35. **Have a call to action on every page.** One of the biggest mistakes inexperienced copywriters make is not telling prospects EXACTLY what they should do. Hit them over the head with it and then make it so simple that they can't mess it up.
36. **Put a call to action on your submit buttons.** Don't waste this space by simply using the generic "Submit". Instead use it to make a final push to get potential customers to take action. For example, if it's a free report they're opting in for; make the button say, "Yes! Send me my report NOW!" This will reinforce what they're getting and keep them excited.
37. **Use the word FREE.** Everyone loves the word free. In fact, it's one of the most compelling words you can use in your copywriting. Whenever possible include it in your sales letter to grab your readers' attention. This may be an obvious usage such as offering a "Free gift with purchase" or a less obvious one like "Free up some time using the amazing..." In both cases your prospective customers will sit up and take notice!
38. **Show a before and after scenario.** A great way to tell a story that motivates prospects to buy is to tell them about before and after scenarios. By painting a picture of how someone similar to them had their problem solved, pain eliminated or want fulfilled, you'll help them visualize owning your product. Sometimes all it takes is a specific example to illustrate for prospects what a difference your product can make in their life.
39. **Use envy as a motivator.** Envy is a hot button. If you can make potential customers envious of you or envious of others then you will evoke an emotional response that can be a very powerful motivator. This is most easily achieved by telling a story about how someone has been able to solve their biggest problems or achieve their biggest goal – using your product or service of course!

40. **Aggravate your prospect's pain.** This doesn't have to be physical pain. It can be emotional pain or even an unfilled want that is bothering them. By talking about their pain they'll think you're talking directly to them. And once they've been reminded of it, they'll be eager to find out what you suggest as a solution!
41. **Tell stories.** People have to be able to project themselves into owning your product. A great way to do this is to tell them stories that they can relate to. Paint a vivid picture that describes a typical person who owns your product and exactly what it has done for them. By using stories to highlight the main benefits of your product you're selling prospects without them feeling like they're being sold. As a result they'll be less likely to resist.
42. **Watch your refund rate to determine whether your copy is strong enough.** Not everyone will agree, but some of the best copywriters in the world claim that a good measure of how well your copy is written is how many refund requests you receive. Common sense would seem to suggest that if you have no refunds then your copy is doing well. But quite the opposite may be true. If your copy is so well written that people find themselves compelled to take out their credit cards and buy immediately then you'll be making more sales. And as a result you'll have a few people who buy and then later regret it. But the increase in sales far outweighs the few extra refunds. However, if more than 5% of purchases are refunded then you've probably gone too far and should consider revising your copy.
43. **Make your sales letter as long as it needs to be to get the job done.** Since people first started selling on the Internet the debate over long vs. short copy has raged on. Instead of wasting time worrying about the length of your sales letter, work on making it as compelling as you can. However long it needs to be to make prospects buy is the perfect length.
44. **Add your personality to your sales letter.** Don't be afraid to let customers get to know you and see your enthusiasm for your product in your sales letter. By adding some of your own personality you will help prospects attach a real person to your site. Remember, your copy is your sales person. Unlike a physical store where you can greet customers with a warm smile, you have to rely on words to let people get to know you.
45. **Don't hide behind "we".** A lot of online business owners feel it's more professional to write their letter using "we" even though the business only has one employee! If it's just you, then be proud and use "I" in your sales letter.
46. **Use the space "above the fold" wisely".** When copywriters refer to "above the fold" they mean the part of the screen that is displayed when a prospect visits your site – before they scroll down. This is an extremely important area for grabbing attention because it is all a potential customer will see if they only stick around for a few seconds. So make it count! Include a compelling offer, shocking headline, strong

benefit, guarantee or great testimonial. Whatever you think will best work to grab the visitor's attention and suck them into your site.

47. **Load your copy with as many benefits as you can think of.** Benefits – not features - are what sell products. So when you want to craft copy that sells you need to stay focused on what the customer will get from using the product. A good way to approach this is to answer the question “*what’s in it for me?*” from a prospects point of view.
48. **Don’t leave it to your prospect’s imaginations – tell them!** Tell your potential customers through creative imagery, what they can do with the product or service that you are offering. Don’t stop by simply telling the reader the features – tell them how the features will improve their life and make them feel. A good way to get ideas of how to approach this is to watch late night infomercials! Infomercials are famous for taking the creative imagery approach when selling a product.
49. **Tell them why.** When writing a call to action for your visitors, always tell them WHY they need to act right away. The more specific you can be, the better. And a good trick is to include the word “because”. For example, “buy now because in one week we’ll be raising the price by \$20”. If you give someone a good, sound reason to take a specific action they are much more likely to do what you want.
50. **Always include a caption with photographs.** This way, your visitors will see the photo and know immediately why it’s there and how it relates to the rest of the information on the page. This is a common practice with newspaper journalists, who know that typically the first thing a reader looks at is the photos. So don’t waste this valuable space!
51. **Always include a powerful PS.** You can use this valuable space to reiterate an offer or guarantee that you have made, restate the strongest benefits, give your contact information or even to offer an extra bonus for a fast response. Studies have shown that people often read the PS area before the actual letter, especially when it stands out. When testing your sales copy be sure to test different PS’s to find the one that works best with your prospects.
52. **Remember, prospects are judging your credibility when they read your copy.** Never assume that your site visitors are going to believe what you tell them - unless you are already a known entity. Keep this in mind and write your copy in a way that shows your honesty and sincerity. Two great ways to boost your credibility are to provide proof that what you’re saying is true and include real testimonials. When you quote someone, or you include a statistic in your site copy, be sure to state where you got the information. Use trusted sources whenever possible, so that your readers know that you are trying to provide them with accurate and verifiable information.
53. **Create a sense of urgency.** Make your readers believe that there is a sense of urgency – that they must act NOW or risk losing out. Great ways to do this are to

have a limited time offer, limited supply, free gift included for a limited time or even a seasonal special. But be sure you don't ruin your credibility by not following through. If you say the price will increase in 2 weeks, make sure you really do increase it.

54. **Use the word “because” in your headlines and email subjects.** Copywriting experts say that the word “because” will motivate visitors to take action like few other words. This may be because people like feeling there is a good reason for doing something. Try changing your headline to include the word “because” and see the results for yourself.
55. **Use “you” when addressing your reader.** Write your sales copy as though you were writing a letter and appeal to the individual, rather than the world in general. By making your copy more personal, you'll make your prospects feel like you're talking directly to them and they'll naturally be more engaged.
56. **Keep in mind the old adage, “If it seems too good to be true, it probably is”.** And, remember that you're not the only one who has heard this! It's important to keep your claims realistic and believable so that prospective customers don't feel like they're being swindled. One important way to make your sales letter believable is to be specific. Back up any claims with facts and use specific numbers whenever possible. Then show prospects that you believe in the quality of your product by offering a strong guarantee.
57. **Load up your first paragraph with benefits.** Start off with a strong opening paragraph by highlighting the most important benefits of your product or service. If you are offering a time-saver – then expand on that! If you are offering a cost-saver – then expand on that! Whatever customer want it is that you can fulfill, focus on it throughout the first paragraph and prospects will want to learn more.
58. **Use short, to the point sentences.** Website copy should consist of short sentences, with no more than three sentences per paragraph to be effective. If you present too much text, you might as well present no text at all! Prospects will leave your site immediately if they arrive and it looks like a textbook.
59. **Don't talk over your prospects' heads.** The rule of thumbs is to write for a 7-9th grade level, using words that everyone will know and understand. If you must use technical jargon be sure to explain it so that you don't lose your readers because they have no idea what you're saying. If you don't make a good impression on people from the first interaction, they are much less likely to become customers in the future.
60. **Make your customers believe you can help them achieve their goals.** Your goal, in writing website copy is to demonstrate to your customers exactly how you can help them to achieve their goals. This means more than just providing a product or service. You need to show your customers that you are committed to helping them solve problems that are keeping them from getting what they want.

61. **Let prospects get to know you.** Giving your potential customers a sense of who you are and what your company stands for is a great way to build trust. And studies have shown over and over again that people are more likely to buy from someone they know and trust. So start building a relationship with your prospects the same way you would with a new friend – by telling them a bit about who is behind the website.
62. **Use white space to your advantage.** White space is useful for highlighting important thoughts and ideas that you don't want your readers to miss. Use it on your website to draw attention to important benefits, bulleted lists and subheadings. It's also a great way to make your sales copy look less intimidating. Nothing scares prospective customers away faster than large blocks of text. While you would not necessarily want to use this technique for print ads because of the cost, it's a great tool for online sales letters that is often overlooked or misused.
63. **Be honest and realistic.** While you want your customers to believe that you can help them to solve their problems, be honest about what your product or service can –and cannot - do. If your product is a timesaver, focus on how much time. If you offer a service that will save your customers money, focus on how much money they can save. It's expected that you'll over-estimate a little, but never over-promise when you know you can't follow through.
64. **Remember that pleasure is a great motivator.** Find ways to appeal to your prospects' desire for pleasure, like telling them that they will have more free time, more money or be more beautiful if they buy your product or use your service. These are great ways to approach a customer in need, and they will help you achieve the pleasure of higher sales numbers!
65. **Load your text up with benefits.** Come up with a list of as many benefits as you possibly can and make it a point to include them ALL in your sales letter. The more the better! To get started, spend time taking a serious look at what you are offering. List all of the benefits that you can and want to provide to your customers. Is it access to something they want? Is it increased profits? Is it better self-esteem or a better appearance? Whatever the benefits – get them in the text early and often for the best results.
66. **Appeal to your prospect's emotions.** Great copywriters know that customers make the decision to buy on an emotional level, and then seek logical reasons to back up that decision. Use this to your advantage and appeal to your prospects' emotions as a way to suck them into your sales letter. Tap into their desire to protect their children, eliminate pain, feel empowered... Then back it up with all of the benefits your product offers so they can justify their decision.
67. **Use testimonials and case studies that show specific results.** The best evidence you can provide to back up the claims in your sales copy is real results that are measurable and achievable. Choose testimonials that state actual results in detail such as dollars

made or saved, number of customers acquired, time saved, etc. The more specific they are, the better job your testimonials will do of convincing new prospects that your product can help them too.

68. **Don't be afraid to admit your shortcomings.** Be willing to admit your shortcomings – it shows integrity, openness, and honesty. No product is perfect and your prospects know it. Prospects expect you to rave about your product and describe it in the most glowing of terms. That's fine for the most part. But admit a flaw or weakness and you've added credibility to your message. Prospects are much more likely to buy into your beliefs when you level with them and admit your product isn't the perfect answer for everyone.
69. **Include bonuses to add value.** Bundling your product with high quality bonuses such as a free gift, related ebook, audio download, coaching session or coupon is a great way to increase the perceived value of your offer. The key to successfully using bonuses is to make them relevant and only available through you. Then tell your customer just how much these extras would sell for individually. The better the value being offered, the more likely the customer will be to take the deal!
70. **Focus on value instead of price.** Increasing the perceived value of your offer is more effective than discounting the price in most cases. People have a hard time passing up what they believe is good value for their money. And, value offers are a much better way to make your product stand out in a highly competitive market.
71. **Offer your customers a money back guarantee whenever possible.** Fear keeps people from buying. Help your prospects overcome their fear by offering a hassle free money back guarantee. They'll be more likely to consider your offer if they know that they can get a refund if they're not satisfied. Be sure to explain your guarantee clearly on your website – including what the guarantee covers and how long they have to claim it. And keep in mind that the more personal you make your guarantee, the more likely customers will be to believe it. A good way to do this is to write it in the first person and add your signature at the bottom.
72. **Offer people results instead of products.** Customers rarely go looking for a product. What they go looking for is the desired result. For example, if they want to learn about something, they buy a book that teaches them about that topic. It's the knowledge they want, not the book itself. So sell the results and benefits of what you are selling, more than you sell the product or service itself. This will definitely get more people buying, because they will quickly see how you can help them to solve their problems!
73. **Make your copy believable.** The first rule of successful copywriting is to make your copy believable. Avoid exaggeration, and be aware that people are not going to immediately trust you enough to accept whatever you tell them! By being honest, you are making a great effort to gain the trust of your visitors and your bottom line is likely to show the result.

74. **Avoid excessive punctuation.** Exclamation points certainly have their place in sales copy, but be careful not to use excessive punctuation on your website!!! Doing so can give the reader the impression that you are exaggerating your claims. People are suspicious of marketing people to begin with, and are on the lookout for signs of dishonest claims. Use only one exclamation point or question mark at a time.
75. **Make sure that your site design encourages visitors to read your text.** If your site is full of flashing text and animations that draw the visitors' attention away from the copy that you have worked so hard to craft, then what's the point? Make sure that your copy is the focal point of your site – at least on the page where your sales letter is. If your site makes a good impression on customers, then you have a much greater chance of making a sale.
76. **Use testimonials.** People don't like to be the only one buying something. Show prospects that others have bought from you and have been satisfied with their purchase by including honest testimonials in your sales letter. Testimonials go a long way in assuring potential customers that you will deliver as promised, and that you have a happy existing customer base. The best kind are unsolicited ones, but if you need some to get started with simply contact your customers and ask them to give you feedback.
77. **Guide prospects toward purchasing - don't push them.** Pushy sales people do nothing more than irritate potential customers. And by writing a sales letter that is full of hype, you're putting that pushy sales person in front of every prospect who visits your site. A better approach is to use persuasion and honesty to guide people to buy. Concentrate on pulling in your readers by giving them a solid emotional reason to believe what you say – a strong testimonial or a sincere thank you from an appreciative customer. This will go much further than demanding sales copy.
78. **Focus on what your prospects want – not what they need.** If you write your web copy to focus on what people NEED, they will be much less inclined to look at your product than they would be if you were focusing on what they WANT. People are always on the lookout for ways to get what they want, because wants are emotional. And when logical needs come up against emotional wants – the emotions always win out!
79. **Let your passion show through.** Show your customers that you love to talk about your products by letting your excitement shine through. Invariably, when you are excited about what you are offering it will get others excited as well. It's easy for you to be sincere when you care about your customers and your products, and almost everyone who visits your site will see this immediately.
80. **Don't use price as a point of competition.** If you engage in a price war with your competitors, you only end up hurting your own bottom line. Instead, find ways to write outstanding copy that demonstrates what it is about your product that makes it

better than what competitors are offering. A lot of great copywriters have sold more expensive products than their competition because the value was perceived as higher. It's often been said that it takes the same amount of effort to sell a \$20 item as it does to sell a \$200 one!

81. **Avoid using humor.** The problem with trying to be funny in your copy is that not everyone gets a chuckle out of the same thing. What one person enjoys may offend another – or worse, go right over their head. Instead keep your sales copy personable and professional. You can always include jokes in your newsletter or on your blog if you think the majority of your customers will enjoy them.
82. **Pose a question to your prospects.** By posing a question either in your headline or in the first few sentences of your web copy you are making your prospects think. Ask questions that are thought provoking such as “How do you see yourself in 5, 10 or 20 years?” However you can grab the readers’ attention, and get them to engage in your site copy, you need to do it!
83. **Use the phrase “How To...” in your headline.** While this may seem like a very over-used phrase – it’s definitely not! Nothing gets people to think that you are there to help them more than the words, how to... The reader believes that you are going to teach them something – and they have a natural inclination to keep reading.
84. **Identify the biggest benefit of your product – and put it right up front in your headline.** There’s no reason to hold off. Often you only have a few seconds to convince a prospect they should stay on your site and read your sales letter. So use this time wisely and tell them immediately what exactly your product will do for them.
85. **Put a number in your headline to make it more believable.** In general, odd numbers seem to catch the attention of site visitors more often than even numbers. This tactic also seems to work really well for email subject lines. Some ideas are “Raise your sales by 10% over night” “Look and Feel Better in 3 Days or Less” and “15 Minutes Now for a Better Tomorrow”.
86. **If your guarantee sets your company apart, tell prospects about it upfront.** A guarantee is a good way to get customers thinking that you can and will back up what you promise, and it makes them much more likely to make a purchase the first time they visit your site. Guarantees are as much of an incentive as a price reduction, so try to offer one whenever you possibly can.
87. **Use deadlines to create a sense of urgency.** For example, “If you purchase X by midnight on December 15, we will also throw in a ...” is a good way to let customers know that they need to buy now or they’ll be missing out. Make sure that you enforce your deadlines, or your customers will stop feeling that sense of urgency that you are trying to stir within them. People react to deadlines – and the closer the deadline to the time of their initial visit – the better.

88. **Make a groundbreaking announcement in your headline.** Of course this only works if you truly have something interesting to announce. But when you do, this is a great way to grab a reader's attention. The announcement should cater to the desire of the reader to improve some specific aspect of their life. Tell them that your revolutionary approach is making a difference in so many lives... and then tell them HOW.
89. **Make headlines digestible.** Whenever possible, keep your headlines to one sentence with very few words. You need enough to capture the attention of your readers, but not enough to intimidate them. The purpose of a headline is to entice readers to keep reading, to appeal to their senses and emotions in a way that gets their attention in one or two seconds. Keep in mind that it's not meant to tell the whole story, but rather to pique the interest of potential customers and make them want to continue reading.
90. **Answer all of your prospects' objections.** Customers – especially on the web – tend to be sceptical of new websites and the products they offer. As a result they are likely to come up with several objections as to why they cannot buy what you're selling. Help them overcome their uncertainty by answering all of their objections in your sales copy. Although your product will never appeal to everyone, you can greatly increase your sales if you help people understand why their objections are unfounded.
91. **Make sure you have a strong start and a strong finish.** If you've ever been to a rock concert you know how important it is to have a strong start and a strong finish. Approach your copywriting in much the same way. Get prospects hooked in the beginning with copy they can't help but read... then end on a high note!
92. **Highlight text to make the important points stand out.** How you present your copy is as important as what you say. If prospects land on your sales page and it looks like a lot of work to read it – they'll leave. A great way to help break up text is to highlight or bold important sentences or phrases. The highlighted text will pop out at readers and leave them wanting more!
93. **Work on the parts of your copy that will be read the most.** Although all of your copy is important in its own way, there are five parts of every sales letter that you should pay particularly close attention to. They are your headline, subheadings, first sentence of every paragraph, first bullet point in a list and the PSs. These are the parts that will be read the most. And if they're compelling, potential customers will want to learn more.

Improving your Copy

94. **Test your headlines.** There are several places you can try out your headline to see if it inspires people to take action. You can make it into a PPC ad, use it as your forum

signature, run a classified ad, use it as your eBay product name, use it as an email subject line or use it as your ad in the traffic exchanges. All of these options force you to say a lot with only a few words. If you're successful at getting people excited using these methods, then you can bet it will make an effective headline.

95. **Split test your copy to find what works best.** The most profitable sites always split test their copy to make sure it's converting as many browsers into buyers as possible. Start with the elements of your copy that have the biggest impact – headline, subheadline and first paragraph. Once you've perfected them, move on to change other elements and see whether it makes a difference. A great split testing tool is Easy Split Test (<http://www.easysplittest.com>). But remember, the key to effective split testing is to only change ONE element on the page at a time. If you change the headline, subheadline and opening paragraph, how will you know which change was responsible for the increased conversion rate?
96. **Get feedback from your customers.** Listen to what your customers want and write your copy to address their concerns. Not sure what they want? Some great ways to find out are to: ask them on your squeeze page, conduct a survey, ask them in an exit popover, encourage feedback with a form on your site and even by paying attention to which keywords bring them to your site (through PPC or the natural search engines). When you know what it is that they want, you can position your website as the best place to get it!
97. **Once you've written your sales copy, put it away for a few days.** As soon as you finish writing your sales letter you will naturally think it's the best piece of copywriting ever written. But before you declare it your final draft, put it away for a few days and see how you feel about it when you read it with fresh eyes. Then pretend you're a prospect and read it from their point of view.
98. **Have someone proofread your sales letter for you.** If you can afford a professional editor then that is definitely the best option. If not, at least have a few friends read it for grammar and spelling. You can also request a free copywriting critique from the members at <http://www.copywritersboard.com>
99. **Read your copy out loud.** One of the best ways to ensure that your copy flows nicely and is well written is to read it out loud. If you're tripping over sentences or getting lost while reading then your customers will too. Once you've done that, have someone else read it out loud to you so you can determine any areas they have problems with.
100. **Proofread your copy 3 times before placing it anywhere.** If your site is full of typos, misspelling and misused words people are going to wonder where else you lack expertise. Don't undermine your credibility with unnecessary mistakes. It only takes a few moments to look over your text, or to ask someone you trust to look over it as an extra set of eyes.

101. **Never be afraid to review your existing copy.** On average, professional copywriters spend more time editing than they do writing. If they don't get it right the first time then chances are you won't either! So if your prospects are not responding in the way that you had hoped, take some time to review your copy and rewrite the sections that need work. Test different styles of copy and track the results so that you know what is working – and what is not.