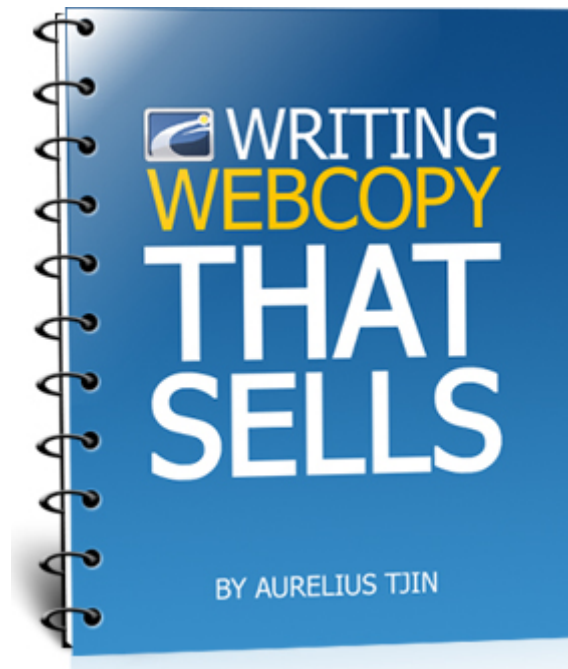


# Writing Webcopy That Sells



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## Introduction

When I first got started marketing online, I had no prior marketing, sales or business skills. All I knew is that I wanted to make money online. So just like any other "John" or "Mary" who wanted to make money online, I browsed the 'net and bought dozens, even hundreds, of information products.

I learned a lot about creating information products, so I began my quest to create my very first product.

"Crap!"

That's what I said when I realized how the heck I was suppose to sell it without a salesletter. I was stuck. My product was complete but I had no salesletter. Yes, goofy me.

One thing I had learned from a top marketer back then is to write your sales copy first before writing your info-product or creating your product. Essentially because you'd have an "outline" ready and you'll also gain momentum.

One of the first skills I learned when I first got started was writing copy. You may be thinking, "Why copy? Why didn't you learn traffic generation or affiliate marketing first?" Well for the simple reasons that I just got started online, had a limited budget and was still learning. If you were to hire a professional copywriter to write a salesletter for your project, you'd expect to pay \$3,000 - \$20,000, depending on the copywriter. You'd be lucky to get it any cheaper than that.

I wasn't up for any product or service at that price point so I began learning as much about copywriting as I could.

Copywriting is an art. It's not something one can learn overnight. It takes more practice than learning how to ride a bicycle (a lot more).

The ability to write successful web copy has helped me substantially by increasing sales and boosting the popularity of my business.

The details recorded in any copywriting document are used as important selling points in various forms of marketing. It is important to take the time to learn copywriting skills because it is used in all

aspects of your marketing program including e-mail copy, sales copy, web copy, direct mail copy and even your own business cards. These different types of copywriting are all directed towards generating sales/leads for your company.

Copywriting itself is very simple, but does require that you follow some key points and methods to be successful. I plan to teach you some of these keys and methods so that they will help you on your journey to successful copywriting and save you years of learning.

While I have written most of my own web copy, this can be outsourced based on your specific situation it's not something that you'd want to outsource all the time. For instance, when you want to send out an email to your list, you need to write email copy to encourage and persuade readers to make them do what it is you want them to do. Now, outsourcing email copy is fine if you only send out an email to your subscribers once a month. But what happens if you send out twice a week? It would become costly in the long-run and you may or may not know how your subscribers will respond to your email.

The main focus on your web copywriting should always be your products and services. If you absolutely have to use an outside source for your web copywriting, you must give your copywriter all pertinent information. Benefits, features, and product specifications must be relayed to your copywriter so that nothing is left out. Your copywriter should only be required to put the information you have given them into a marketable format.

The first topic that we will discuss is a way to structure your web copy to ensure successful marketing. There are many different forms of web copy, which all require a different structure. This manual will give you all the information you need to be successful at the various types of web copywriting needed in today's world of Internet business.

## **STRUCTURE**

As a first step toward writing successful web copy, you must structure your writing appropriately. I have found that my most successful web copy has been structured very similar regardless of the function the documents were used for. Some people feel that e-mail copy should be structured a specific way and advertising pages a different way and etc. I know with 100% certainty that successful web copy can be used in many different ways through the Internet. When I took my first

steps into the Internet marketplace, I had some major difficulty with advertising. I was inexperienced and really had no clue as to HOW I could get customers to my website.

To overcome my advertising failures, I decided to do some research and test out various techniques for developing my advertising pages. During this time of trial and error, I learned many techniques that worked for various uses. However, I learned one process for structuring my web copy so that it would be successful no matter how I used it. The technique is called AIDA and is discussed in many different copywriting manuals.

The first and most important step of the AIDA process is that you **MUST** gain your reader's attention. I could care less what you put into your web copy or how you structure it, if you cannot grab your reader's attention with a headline or first sentence of the page, do not bother writing it. It is an absolute necessity to get your readers' attention during the first 8 seconds after they start reading your document. The world is changing and people do not just read for fun anymore. People who have made it to your website and take the time to read your information are there for a reason and you have to make sure they do not decide against purchasing something from you.

While getting the readers attention is not the easiest thing to do, it is also not the hardest. Most web copy should have a hook or catch phrase that makes people stop and read the document. Put something at the top of your web copy that is almost too good to be true. It honestly does not have to have anything to do with what you are advertising. I have seen and used catch phrases and hooklines such as **"Win a Million Dollars Today!"** or **"I Broke the World Record Yesterday!"** to get my readers' attention. Then, let them know up front that you really are not offering them a million dollars or you did not break any records by using a funny little comment. It really does work and most people do not get angry about the situation. For all of you attorneys that are reading this, **IT IS NOT FALSE ADVERTISING!!!** The first sentence is a hook; it should be in big letters so the readers have to read more to find out what it is about. Then, your documentation will back support it when you say, **"Hey, I got your attention now learn about what I'm selling"**.

Once you have captured your audience's attention, you must have some information in your web copy that will peak their interest. This is where your web copy gets juicy. Benefits and features of your products should be listed in this portion of your web copy. However,

you cannot simply list these benefits and expect your customers to become interested. You must list these in such a way that your customers can see how this product will improve their quality of life.

Making your web copy interesting to a potential customer is the only way to ever convince a customer to purchase a product. If your website viewers do not find the site interesting enough to read through your all of the information, they will never get to your actual sales pages. One way to make your website interesting is to give a personal story, even if the events in the story happened to someone else. Include as much information as possible in your personal story so that it sounds as sincere as possible. You can also peak your readers' interest by adding some anecdotes that may appeal to your specific audience. Once you have made your web copy interesting, you absolutely must create a feeling of desire in your readers' mind.

Your readers have visited your website for a reason, they need something. While most of your visitors will **NEED** a specific type of product, they are not required to purchase your version. For example, I may need a cell phone, but there are thousands of phones that I could purchase. I do not have to purchase a phone from any particular vendor as most of the phones work on multiple networks. As a provider of products and/or services, you will have to convince your website visitors that you should be their vendor of choice. Creating this feeling in your website visitors will result in your visitors having a desire for your products.

Desire is, by far one of the most influential factors involved in purchases made online. Once your visitors begin to desire your products, the sales and revenue will come with no problem. When the visitors to your website see that your products are superior to others in the market, desire will be automatic.

Finally, you must require your website visitors to take action. This is normally labeled as a "Call to Action", which requires your visitors to initiate a purchase transaction. Even if you complete the rest of the steps to the AIDA process, you will fail by not completing the final step. Your visitors are nothing more than web traffic if they do not actually purchase your products.

## MY WAY

Now that I have taught you a little about the AIDA process of web copy structure, I would like to give you some information on the way that I structure my web copy. The process that I have developed has been extremely successful for my online business and is bound to increase your sales. Most big businesses have a backwards outlook on customer relations, which I have decided not to make a part of my business.

Most large businesses would rather have its customers follow this process, “Buy From Me, Know Me, Like Me, Trust Me”, but I have changed this process a bit. I prefer to have my customers know me, like me, trust me, and **THEN** buy from me. Any customer or potential customer that visits my website will learn some information about me first. If a visitor has questions, they have the option to send me a message so that they will be assured of exactly who they are dealing with. Once my customers know me, they begin to like me and trust me because I am honest and sincere with all of my actions. I absolutely refuse to conduct business in an unethical manner. This means that any promises I make on behalf of my business are guaranteed to be kept. By being honest and true to myself and my customers, I automatically earn their trust.

Once you have gained your customers’ trust, you have also earned customer loyalty. Your customers will buy from you repeatedly and act as a huge marketing group to help you increase your customer base. Good business ethics equals customer referrals and a great reputation in your field. I have had extreme success with this process and have developed an online reputation of reliability. Take pride in yourself and your business and you will definitely reap the benefits of your labor.

## FORMATTING

After setting up your headlines and the basic structure of your web copy, the next important aspect of successful web copywriting is formatting your text. The human mind is designed to pick up information in small bits so bullet points are very useful in web copywriting.

Bullets should be used in copywriting to show features and benefits of your products and services. Most people who surf the Internet for merchandise are looking for information on your products AND the ability to find this information quickly. Bullet points should show

specific benefits and features of your products and services based on your target audience's needs. These bullets can be numbered or lettered as if you were writing an outline. This works best if you are giving very detailed bullet points. However, bullet points are much more effective if they show broad features and benefits that are useful to all of your potential customers.

While bullet points are great for showing benefits and features, they are also useful at getting your readers to finish reading your web documents. Bullet points are designed to pull your readers' attention further down your document. By allowing your readers to view benefits and features as short snippets, you ensure that they remain interested in the document.

While bullets are a way to format your paragraph layout, there are also many ways to format your text. In order to keep your document interesting, you can use bold wording, highlighting, and underlining to draw your readers' attention. These formatting techniques are very useful when you are targeting fast-paced customers who skim through documentation instead of reading every line of a web page.

These techniques should not be overused as they are designed to be eye candy. I use a few of these techniques for every web document that I write. Readers are enticed to skim through the documentation while following the different key points. Since most of your web copy is designed around sales, it is beneficial to have special formatting for pricing.

Cross-out pricing is very helpful when trying to imply that your products are being sold at a discounted rate. For example, if you are selling your product at \$19.97, you could have a regular price of \$25.00. The \$25.00 would be crossed out with \$19.97 beside it or below it. Crossed-out prices always grab a reader's attention because most people cannot resist a deal. After setting up the way your web copy should be laid out and some techniques to keep your readers interested, you must take a step to request that they take action.

## HEADLINES

The structure of your web copy is extremely important and following the AIDA process works very well for most web copy. The first step of AIDA is to grab your readers' attention and I would like to give you some tips on how to do this successfully by using headlines. There are

many different ways that you can use headlines to grab the attention of your website visitors.

The first tip that I would like to give you is about color. In order to have your headline really grab a reader's attention, make it **RED**. Read any research that you can find about attention getting colors and you will see that red is the color you need to get attention. That's all there is to it, use red for your headlines and you will automatically get more visitors who read your documentation. The next important trick for successful headlines is to use quotation marks.

Direct marketing legends like Ted Nicholas swear by quotation marks. These quotation marks do not even have to make sense. Just write a sentence as a headline, put quotation marks at the beginning, and end to verify that they really work. Now, just because you put quotation marks around your headline and have it show up in bright red does not necessarily mean that you will be guaranteed to get your customers' attention. If the headline is not interesting, it still will not get the point across.

When I say interesting, I do not mean that the headline has to be the most fascinating sentence you have ever written. Just make sure that your headline is short, sweet and to the point. Ted Nicholas also tested headline lengths to see whether it was better to write more or less in your headlines. While he tested this in real paper copy, I feel that similar results would be found if we tested online copywriting. His results showed that headlines under 17 words in length performed much better than longer headlines. Personally, I think your headlines for online copy should be a little shorter. Headlines with 8 to 15 words should be able to grab the attention of the internet ADD generation. With high-speed internet and blazing fast computers, our attention spans have gotten so small; we can barely finish one sentence before skipping to the next. Shorter is better when it comes to a powerful headline.

Headlines generally make up about 70% of your web copy because they are generally repeated in your actual documents. For this reason, it is beneficial to create specific headlines. Use exact dollar amounts and time frames. I have included two headlines below as examples. The first is a poorly written headline, while the second is much more specific and will generate better results.

I Made Thousands in 24 Hours

## **“I Made \$14,689.38 in 24 Hours”**

As you can see, the second headline is much more of an attention getter than the first. Just remember be specific, use **RED** and **BOLD** whenever possible because they attract the reader's eye. Short, simple headlines are much more successful than elaborate ones. Finally, use quotation marks whenever possible to capture your audience.

In addition to your regular headlines, you should also use pre-headlines and sub-headlines whenever possible. Pre-headlines are directed at your target market and are usually just a few words. Your pre-headlines should be designed to make your reader interested in what you have to offer. Most of my pre-headlines are designed around how I can help the customer. For example, “CLEAN UP THAT MESS” generally gets my target audience to read a little further. These pre-headlines lead directly into my headlines and give a little added spark to my documents. The main reason that I choose to use pre-headlines is to grab the attention of my readers when my basic headline is not doing the job.

After your pre-headline and primary headline, you have sub-headlines. Sub-headlines come right after the primary headline and are used to encourage the website visitor to read further into the document. Sub-headlines are supporting statements that are designed to keep your reader interested. Your sub-headlines should generally be a promise to the reader. For example, “I guarantee that you will ...” Make sure you have a way to keep your promise, but you must promise the reader something in order to keep them reading.

## **BOLD WORDING**

Bold wording is very important in web copywriting. The reason that it is so important is because of the way web copywriting is designed. Web copy should be designed to grab your customers' attention. Bold wording can be used in various locations and for various reasons.

Bold wording is primarily used for headlines and sub-headlines. Since these are generally shorter than complete sentences, bold wording should not cover more than 25% of your document. If you overuse bold wording, it will lose its effectiveness. Bold wording is designed to catch the readers' eye because it is **DIFFERENT** than the rest of the text surrounding it. Bold wording is also used a great deal with caps

lock wording. Using all capital letters and bold wording will absolutely draw attention to your web copy regardless of the product you are selling.

While bold headlines and sub-headlines are very important, they are not the only way to use bold wording as an eye catcher. Bold wording is also helpful to grab the attention of skimmers and speed readers. Skimmers generally are speed readers, so these bold words are designed to break their normal rhythm and create another rhythm that works around my schedule.

Bold wording should be used for every important benefit or feature of a product. Anything that is related to pricing or a direct reason WHY your customer should purchase the product is eligible to be included in bold wording. However, there is absolutely no reason why you cannot use bold wording for other things too.

Just remember that less usually is more. The more "BOLD" wording in a document, the more likely it is that you will have customers overlooking many different important features because they get bored looking through repetitive bold wording.

I have found that the most effective BOLD wording will always involve one of two pieces of information. First of all BOLD wording will ALWAYS be used in headlines and sub-headlines. Second, BOLD wording will always be used in your price disclaimer. For example, if a price is regularly set at \$17.00, but I want to mark it for sale at \$10.00, I will need to put that information in bold so that it is visible from far away and should catch the eyes of your readers.

Bold wording is used much more effectively with specific colors as well. Wording that is colored and bold performs extremely well in most cases. Remember to focus on reds and blacks as your primary colors for bold documents.

Regardless of the styles, colors, or uses, bold wording is extremely effective in web marketing. The focus should remain in keeping your current customers and growing new customers. As long as the bold wording is catching viewers' attention, it is doing its job and should be left alone. There is no reason to fix something if it's not broken to begin with.

## SALES PITCH

Now you know how to use headlines, formatting, and structure in your web copy to make the best possible marketing pages for your website. The next step involves content and your sales pitch. The way that your documentation looks is very important, but your products will never sell if you do not have an appropriate sales pitch. A successful sales web page will include the benefits and features of your products, but that is not enough. You absolutely must have some keywords and phrases in your web page that will encourage your customers to make a purchase.

There are many different ways that you can develop these catch phrases. However, I am going to suggest the easiest way to build a successful sales pitch. Visit other websites that sell similar products and services and “swipe” their advertising headlines and catch phrases. Put them into a file called your “swipe file” so that you will have an arsenal to pick from when creating your pages. Nevertheless, remember, you cannot actually “COPY” the phrases from their page to yours. Adapt the phrases to fit your page and change them just a little so that they are not really copied information. Your “swipe file” is very important in saving time and creating successful marketing pages. If you are certain that the phrases are working for your competitors, use them frequently.

A swipe file is an absolute necessity if you are just starting your online marketing website. Finding successful headlines and catch phrases will save you time and money because you will not have to test marketing pages that fail. Starting out with a winning page will give you immediate sales and ease of design.

The key phrases that you use in your headlines are designed to get your reader interested and make them read further through your document. Once you swipe the ones that make **YOU** read further down sales pages, implement them and you should have the same success. Do not feel bad that you are taking information from another website. Most of the phrases and sentences are basic psychological triggers that have been used for years. Swipe files save you from having to remember them all and recreate them yourself. It is perfectly legal because common phrases cannot be protected by copyright laws.

Your sales pitch is even more than just swiped headlines and key phrases. You must give your readers a way to form a personal connection with you. I have found many different ways to do this, but

the most successful method that I have found involves telling your reader a personal story.

While it is much easier to tell a story that really happened to you, you can repeat a story that came from a friend or a story that is totally made up. No matter what type of story you decide to tell, make sure that it shows extreme emotion. The story should be an extremely traumatic story or a story that shows extreme pleasure. If you let your readers see that you are not perfect, they will be more likely to trust you and relate to you.

By showing that you have been in a similar situation, your customers will feel that you are sincere. By giving the impression that you are trying to help, not just sell a product, you will gain the trust of your customers. Since you will be selling products to improve the lives of your customers, your story should also show how your life has been changed. For example, if you went from a salary of \$20,000 per year to a salary of \$100,000 per year, show them pay stubs. Figure out a way to scan your real pay stubs or bank account statement so that you can show your website visitors. Of course, you must remember to remove all confidential information, but just do whatever it takes to ensure that your story is believable.

If you take the other route and decide to make up a story, you absolutely must have supporting information for the story. If you cannot show proof that the story is true to **YOU**, then you are simply wasting your time. Show a connection to your readers and they will feel that connection in return. However, the minute you lie to them, they will hold a grudge against you for a very long time.

Now you know a little about having a good sales pitch, but there is one other part of your sales pitch that is very useful when it comes to selling your product. Customer testimonials are extremely helpful at selling your products and services. This particular portion of your marketing page may be difficult to obtain until you have been in the business for a while. You must have some customers before you can ask for testimonials, so providing great products and great customer service is extremely important.

## PSYCHOLOGICAL TRIGGERS

Psychological triggers are used in every form of advertising ever created. If you don't believe me, go into a grocery store and walk

around. You will see that all of the “adult” cereal is high on the shelves and all of the expensive sugary cereals are right at eye level for children. You must use psychological triggers in your web copy to convince your customers to make a purchase without pressuring them.

This is done in many different ways that I would like to discuss with you. Psychological triggers come in the form of emotions, words, phrases, numbers, colors, and shapes. I will not try to tell you all of the successful triggers I have used, but I will let you know some of the ones that have worked for me.

Let’s first talk about emotional psychological triggers. Curiosity can be used at the start of your copy. For instance, you can use the words “it” repeatedly at the start of your copy to make the reader think “What is ‘it’”? The psychological trigger that kicks in is the curiosity. They are curious to know so they keep reading your salesletter.

Scarcity is insufficiency or limited availability of a resource or item. You’ve probably seen this a lot of times but may not have notice it. Example - Some product owners limit the amount of copies they are selling to 50, 100 or 200 copies.

The zeigarnik effect is the feeling of “incompleteness”. Popular TV shows, like “24”, do this in its trailers. They will show you a quick two minute trailer of the next episode and will leave you hanging to wait and watch it. One way I use the zeigarnik effect in salesletters are three periods, i.e. – “...”

Example: “Did You Know 4 out of 5 People Fail...”

Using red, bold letters at the top of your sales copy writing documents has worked extremely well for me. This draws your readers’ attention very quickly. Right beneath this, I try to use either green or blue writing because it is a change from what your reader is expecting. After the red color, most people expect to see more red or black. When you give them green or blue, they become even more interested.

Another trick that I have discovered is using a black background and light text. Many times this is easier on the readers’ eyes and they read more of the document. This should be saved for specific target markets like the 25 and under age bracket.

Some phrases and words that have been very successful for me are things like "Start making money NOW!" and "In 24 Hours". Anything that gives a short window of time and show results works very well. Your readers are interested in results and do not want to wait. If your product is available via download or express mail with no added cost, then definitely use speed of delivery as a selling point. People do not have time to waste on the postal service.

People also love to see dollar amounts. For example, if you are writing a page for a home business venture, let them know how much they can feasibly make in the first month. Give specifics not just "thousands". Customers who see \$1,384.78 feel that you have seen this specific number so it must be possible. You should never lie to your customers, but definitely adjusting the numbers a few pennies is not a problem. Make sure the information you give is really a possibility because extravagant numbers will make your readers leave your website.

Finally, I'd like to talk about shapes and images. Customers love to see stars, triangles, and straight lines. If you break your marketing pages down with horizontal lines, they will be able to read the page in sections. Many people read better, when they are "chunking" information together. Reading 10 lines at a time is less challenging than reading 100 lines at one time. Put a simple break in the page using a colored line or animated line. It will give your readers a break from the text and a beginning/ending point.

Stars and triangle shapes at the top of the document are also very successful. People automatically associate stars with success, so this is a given. Whether you design your own graphics or have someone do it for you, get a few shooting stars in the same color scheme as your marketing pages. Put them at the top around your heading and readers will know they are shooting for the stars when they purchase your product. Triangles are very similar to stars because of the great pyramids. When people see triangles with one point straight up, they often think of these pyramids without knowing it. This association is absolutely wonderful, but you must give the triangles some sort of color and design to make them stand out. Work them into your document heading and footing behind other objects or beside objects.

Do a little research and see what works best on your target market. Look over your competitions' web pages and see what they are doing. If their page makes you interested, it will probably make your

customers interested. Use their techniques with your own twist and you should be successful as well.

## TESTIMONIALS

Testimonials should never be negative towards your products or yourself. To be believable, you should have some praising testimonials and some borderline testimonials. The borderline testimonials should always show that the customers were happy with the product, but just not extremely impressed. This will show that the product may not be for everyone, but is still a very good product.

So, you don't want to wait until you have established a ton of customers before getting your testimonials? Then, just give the product away to a few close friends or relatives. Have them write a testimonial and put it on your website. Give as much detail as possible in every testimonial that you post. The more details you include about the product, the more believable your testimonials will appear.

Testimonials do not have to be extremely long to be effective. The primary focus of your testimonial should be the way that the product has changed the customers' lives. These are your most important selling points because they relate directly to your new customers on a personal basis.

One thing I like to do with testimonials on my webpage is to include pictures of the customers and products in action. If you show real people with your product, you will gain even more customers just by increasing your credibility. Customers and potential customers rely on you and your advertising to help them make an informed decision. Giving incorrect information to your customers will destroy any trust that you may have gained even if the information is given by mistake.

You must remember to always give appropriate information to your customers and potential customers. Anything that you put in writing can be held against you in the future, so be careful to only include what you want the world to see in your documentation. Keep your testimonials true and upbeat and they will be extremely helpful in your web copywriting success.

## PRICING

Most people feel that pricing should be the primary focus when you are selling a product. However, pricing is almost 100% irrelevant in most cases of online sales. When creating your web copy, you should never use price as your primary selling point. Price should be used simply as information that a customer sees when completing an order online. However, I can tell you that there are certain prices that will generate more sales than other prices.

For example, prices, which include the number 7, are generally better accepted than any other prices. While there is no specific reason for this, it may be because 7 is considered a lucky number in most religions. In addition, prices, which are not even dollar amounts, sell better than whole dollar prices. For this reason, you generally see prices ending in .97 or .99 instead of rounding up to the next dollar. While these types of pricing draw more attention than even numbered pricing, there are many other ways to draw attention to the pricing of your product.

Price slashing is a favorite of most big corporations. While it appears that prices may be cut up to 50% off of the regular price, there is usually no profit loss when companies do this. The easiest way to show huge price discounts while keeping profits up is to change the regular price. As a sample, think about a candy bar that costs \$0.50. If you want to show that the price has been cut in half, but not lose your profits, you can change your price tag. Have the price tag read \$1.00 as the regular price and \$0.50 as the "slashed" price. Your customers see this as a 50% savings and you still earn the price you want on the sale. While this is somewhat misleading, it is the easiest way to obtain the correct profits on your sales.

Another option for earning that attention is to use "FREE" pricing for some items. Since you are writing your documentation for a website, most of your products will have shipping and handling fees. This is another easy way to get your money back. Selling a product for \$7 with \$3.50, shipping and handling sounds great, but selling the product for free would be even better. Bold letters on a website that say FREE almost always entice a customer to click through to the checkout of your website. Once the customer has clicked in to order the FREE product, they see that the shipping and handling costs are \$10.50 instead of \$3.50. This pricing covers your shipping fees and the price of the product. These two techniques are simply ways to adjust the numbers on your website to ensure that you are able to earn the profits you desire.

As I said before, pricing is usually unrelated to the number of sales you are able to earn. As long as your product is superior to the competition's products and you are able to create a successful sales pitch, the product will sell itself at any price you require. I will suggest that you set your initial prices a little higher than what you need to obtain to get the profits you desire. This way you will be able to bring your prices down legitimately without losing any of your profits. This gives you actual slashed prices that can be advertised to gain even more attention.

Now, I have said pricing should not affect your sales, but that really depends on your target market. If you are targeting middle class consumers with very little money to spare, you may need to lowball your price just to get the sale. If this is a factor, you should know this in advance so that you can set your pricing appropriately. Do not worry about making huge profits in the beginning. Obtaining a loyal customer base is the most important factor that should be driving your web copy. Do whatever it takes to make the sale and retain customers.

You have told your readers about yourself and your company, the product you are trying to sell and have even set up the web copy in the proper manner. However, you still need to have great customer service to back up your sales.

## **GUARANTEE**

Great customer service is the backbone of any successful business. Happy customers are returning customers no matter what the product is that you are selling. Giving exemplary customer service should be a standard of your company and should be conveyed through your web copy. One very popular way to do this is to have some sort of guarantee.

Most companies have a money back guarantee for customers that are not satisfied. This type of guarantee is very good, but cannot help you to obtain and keep customers. By enacting a money back guarantee, a customer is stating that they did not like the product and are definitely not interested in doing further business with your company. However, there are many other successful guarantees available that you can choose from.

First, you could include a lifetime warranty on your product. For example, if you are selling a coffee pot, you can offer repair service free of charge. One thing to remember is that any guarantees that you offer on your website must be kept no matter what.

Other than the lifetime warranty, you could offer a guarantee of replacement if the product you sell them becomes damaged. Any of the guarantees you may choose from to offer have loopholes that will allow you to be creative at following through with them.

For example, money back guarantees always have fine print giving a specific term that the guarantee is good for. No guarantee is really good for a lifetime. Even the lifetime warranties on products are only good for the amount of time that the original owner possesses the merchandise.

While all of these guarantees include loopholes that allow for you to overlook claims on them, they do improve your standings with your customers. If you have a few customers that need for you to enforce the guarantees, you may be able to recruit testimonials simply by fixing the problem and honoring the guarantee. The small amount of profit that is lost every day on honoring guarantees does not compare at all to the number of customers you will gain by word of mouth referrals. As I said before, a Happy Customer is a Loyal Customer.

Given that we have discussed most of the procedures for writing effective web copy to help with marketing and sales for your website, I would like to tell you how to close your web copy to catch the last few readers you may have missed.

## **CALL TO ACTION**

The next step in creating successful web copy is to ask for the sale. This is one of the most important steps in web copywriting and the most frequently overlooked. If your marketing skills are sound, people who visit your website will become interested in purchasing your products and services. It seems a little too easy, but giving customers a quick and simple way to make purchases will increase your sales drastically.

While asking for the sale is one part of the call to action, gathering customer information is another. Even if your website visitor is not

ready to make a purchase, you must gather as much information as possible. This way, it will be easier to continue your advertising procedures until the visitor becomes a customer.

When using this step as an information gathering tool, you must simply ask your visitor to leave their name and e-mail address so that you will be able to contact them in the future. Without giving your website visitors instructions on what to do, you will never secure their order. Most websites have different methods for requesting the sale, but I do anything necessary to make certain my customer does not back out of the sale.

In order to ask my customer to take action, I simply withhold some information unless the customer is willing to make the purchase immediately. For example, I may give some teasers about the product I am offering without revealing everything unless the customer is willing to make the purchase. If the customer is not 100% ready to make the purchase, I will give them a little more information if they will give me their name and contact information. Either way, the customer gets the information they want and I get the sale or their contact information. This is an extremely important step since you cannot actually grow your business without gaining customers. Test out many different methods and discover exactly what works for your target market.

## **P.S. (Postscript)**

Any time that you choose to write your web copy in the form of a letter, or e-mail you must remember to put use a closing statement that will keep your readers attention. Many people will read through a sales letter and just throw it away. However, if you take the time to personalize the end with a "P.S.", you will keep many visitors reading a little further.

The PS line is used as a minor recap of the entire letter and as a way to push a little harder. For example, you may repeat some of the features and benefits that you feel are important to your target market. This will ensure that the people who skim through the website without reading all of the details still get the information they need to make an informed decision.

You may also use the PS line to request the customer place the order one more time. Lines like "PS – this is a limited time offer, order

today” work very well when the customer feels they are getting a special deal by making the decision immediately.

This line may very well be the most area of your document as it is set apart from the regular body of your document and is generally the last sentence before or after your signature. Everything that is listed in the PS line of a web document should be 100% accurate and truthful as it may be the only contact that a customer has had with your company. If a customer skims through a document then sees that the product is offered at \$29.99 for a limited time, and then the product should be available and ready for purchase at this time.

The PS line is also very similar to your headlines. The only difference is that these headlines are used at the end of the document and focus primarily on initiating the sale and keeping the customer interested in reading more about the product.

Remember to always use the PS when you need to take one last shot at getting your point across to your potential customers. This is really your last chance to grab their attention because they cannot go any further without making a decision. Either the customers will click into your website to make a purchase, or they will decide against the purchase. Either way, you should feel better knowing that you did try to get the sale at every possible point.

## **BUILD YOUR OWN SWIPE FILES**

Writing your own web copy can be difficult if you are not a creative writer. I would like to share with you a solution to this problem. You have the option to enlist the help of your competitors and other online marketers. Take the time to visit various websites and decide which sites are the most effective at marketing their products.

Once you have decided which websites you feel are the most effective, you are able to copy the statements they are using. When copying this information, you are creating a “swipe file”. Your swipe file should include headlines that you know will work for your target market. The swipe file should also include benefits and features that you feel will benefit your website.

These headlines and benefits should be used as guidelines for writing your own web copy. Once you swipe these phrases and sentences, you can adjust them to fit your products and services. Changing just a

few words in each sentence should allow you to adapt any swiped headline to fit your products.

This swipe file should be huge when you begin your web copywriting. As you continue your copywriting, you will begin to use some of the headlines repeatedly. Understanding which headlines are working for your website is of the utmost importance. Once you have these “working” phrases, you can create your updated swipe file. You must always have quick access to your swipe file because there is always a chance you may need to create a new e-mail for an updated mailing.

## CONCLUSION

With all of the knowledge that I have gained in my experiences with web copywriting, I still have a lot to learn. However, most of this learning is done by simple trial and error. You must constantly record and track data that is generated by your web copy. It is of the utmost importance that you track exactly how your performance is changing based on the web copy you are using.

This will allow you to keep using the things that are working for your particular website and target market and stop using the things that are failing. All of the techniques that I have used do not work for every task I face and they will not all work for your particular tasks either. You must always remember that change is good and flexibility is the key to success. If one headline is not working for you, change to a different headline.

Use your swipe file as often as possible so that you can change your documentation frequently and easily. You must also remember that there are two parts to successful web copy. Your document has to look good and contain great information. As long as you follow through with these two tasks, there is success in your future.

No matter what you have to do, you must always keep your documentation at your fingertips. Even small changes must be made immediately or you face customer loss. Remember that inaccurate data can cause your customers to lose faith in your honesty. Credibility goes a long way in any type of business and is even more important when it comes to online business because you do not know most of your customers personally.

I suggest that you take the advice I have given you and jump into writing your own web copy with both feet. Sure, you will make some mistakes in the beginning, but it is all a learning process. You will learn from your mistakes and you will earn from your mistakes. So get creative, get flexible, and GET WITH IT! You will never be able to write any web copy if you keep reading my book over and over.

## Recommended Resources

[www.WebcopyWordsThatMakeYouRich.com](http://www.WebcopyWordsThatMakeYouRich.com)

[www.AureliusTjin.com](http://www.AureliusTjin.com)

[www.UnstoppableResults.com](http://www.UnstoppableResults.com)

[www.UnstoppableMarkets.com](http://www.UnstoppableMarkets.com)

[www.UnstoppablePeakPerformance.com](http://www.UnstoppablePeakPerformance.com)

[www.CopyAndPasteGraphics2.com](http://www.CopyAndPasteGraphics2.com)