

Copywriting For StartBlaze

By Charles Lewis

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So -- you've joined StartBlaze, recruited a good sized downline, and the hits are rolling in. There's just one problem though... no sales. Your first reaction was to forget StartBlaze, abandon it with utter disgust, and---

THAT is where you went wrong.

Selling a product or collecting e-mail addresses with StartBlaze is tough stuff if you don't know the untold secrets of this amazing traffic building program. I receive a 10:1 visitor to subscriber ratio while promoting my weekly newsletter on StartBlaze, and you can too if you follow these simple guidelines...

KNOW YOUR AUDIENCE

In order to write an effective StartBlaze sales letter (or any type of sales letter for that matter), you must first know who you are writing to. What are their ambitions, desires, dislikes, pet peeves, etc, etc.

I view anywhere between 15-20 StartBlaze load pages each day, and here is what I'm seeing on a consistent basis:

- Work at home business opportunities
- Indie music pages
- Kids who just want their home page to be seen.

There are many others I've noticed, but were too few and far between to list here.

SHATTER THEIR PREOCCUPATION

Challenge your visitor with a piercing question or powerful statement. Make them laugh, cry, widen their eyes... Do anything -- just as long as you have an exceptionally large headline, and you get their attention. Use strong colors, and always try to fit the word "StartBlaze" into the headline. After a bit of testing, I found that when the word StartBlaze was used, my response with the same ad increased by approximately 30%.

NOTE: Learn to write a headline here...

<http://www.coe-d.com/secret/course/copy00asf4.html>

COPY VS. GRAPHICS

You will create a stronger focus and grab your visitor's attention much more effectively with graphics. However, when your visitor is only going to view the page for a couple of seconds you need to make a maximum impact in as little time as possible.

It's okay to use graphics to emphasize certain points in your sales letter, but be sure not to use a graphic headline unless you can reduce it to less than 2k in size. This is possible with image optimization software like Ulead SmartSaver Pro (15 day trial software at <http://www.ulead.com/ssp/trial.htm>).

WHERE TO GO AFTER YOUR HEADLINE

**** Keep It Short ****

Whether you use the AIDA (Attention, Interest, Desire, Action) or the MAGIC (Magnetize, Attack, Generate Credibility, Interest, Closure) copywriting formula, your sales letter should be short and sweet. It doesn't matter if you go a little over a page, but try to keep the entire sales letter down to 600 words or less.

**** Continue That Thought Of Yours ****

Always continue the thought portrayed in your headline. This will suck the visitor into your sales letter like a book-lover would be drawn into a good novel. If you can't do this for one reason or another, the first line of your sales letter had better grab attention like none other.

**** Keep Them Awake ****

Use powerful, active verbs and descriptive adjectives to hold your visitor's attention. For all you know, they are in hurry and only signed on to check their StartBlaze stats.

You must ATTACK their innermost desires. Use the word 'You ' at least ten times more than you use the word ' I ', and write conversationally --- as if you were speaking directly to your visitor.

**** Features = Benefits ****

One of the biggest mistakes you can make in your sales letter is to rattle off what your product can do, instead of explaining how each feature will benefit the user.

Let's say you are selling shoes, for instance. You tell the person that a certain shoe has X2 Hydro-Air, and Super Gel Padding. If you don't explain that X2 Hydro-Air will make you jump higher, and that the Super Gel Padding will cushion your fall and prevent injury, the customer will only be confused.

It may sound like a simple idea, but even the best copywriters often look it over.

**** Credentials Come To Mind ****

Why are you any more qualified than the next person? How long have you been doing what you do? Who have you worked with or studied under? Did you go to college for this, or is it just a side job?

People will be more subconsciously prepared to make the purchase when they can rationalize the fact that they are buying from an "expert". Heck, you can even tell them they are making a good decision to finish it off. Playing with the prospect's ego in any way will always work without question, and the "good decision" tactic is one of my favorites.

**** Close it up ****

At the point of sale, you must make it easy for the visitor to buy from you or give you their e-mail address. If you are selling something, offer an unbeatable guarantee. If you are collecting their e-mail address, give them a darned good reason, and let them know that you won't be sharing it with anyone else.

SOME OTHER IDEAS

**** Text Ads ****

You know those little text ads that are given to you when you sign up for an affiliate program? Post them on a StartBlaze target page, and see how they pull. If they're well written, you should make a lot of sales.

**** Pop-Up Ads ****

Pop-up ads are especially effective for promoting a newsletter. When your visitor leaves, that's it. Take advantage of the situation, and set a pop-up ad. The copy should be only a few lines, and include some powerful benefits.

For instructions on setting a pop-up ad, see <http://www.webprozone.com/popup.html>

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Charles Lewis (webmaster@webprozone.com) wants to give
you the opportunity to check out his newest project, where you will
learn everything there is to know about building a web site and promoting
it online: <http://www.webprozone.com/>
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