

Four copywriting strategies that you can easily pop into your ad copy to shoot your sales through the

By Hans Klein

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Quick note: Inside this article you will discover:

- * 3 powerful involvement tools to increase your sales by bringing your readers into your ad copy.
- * What you must put in your call for action, besides "click here", that will increase your ad's success.
- * How you can FULLY use the power of the Post Script to make surprise profits.
- * Plus much more!

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Four copywriting strategies that you can easily pop into your ad copy to shoot your sales through the roof!

By Hans Klein

Whether you like it or not, copywriting skills are a vital part of every aspect of your online business.

It determines your success in your email correspondence to potential business partners, in an offer to your list of customers, and in selling your product on your website.

If you want to succeed in these efforts, you don't have to be a professional copywriter, but you do have to know your audience well enough to be persuasive.

So, below are four small, yet very powerful, copywriting tips you can immediately use to improve your response rate in all of your marketing efforts.

1. Involvement – Effective Copywriting has the power to bring the reader deep inside the copy and making the

reader feel like that he/she can't afford to stop reading. It's much like writing an action-packed TV show where if you blink you're going to miss the next spectacular special effect.

You want the readers to become so involved they forget everything else and read your irresistible salesletter.

Before the power of the internet was realized, direct-marketing pros like Joseph Sugarman used involvement strategies, like offering readers a discount to find all the grammmer mistakes in his sales copy... and it resulted in dramatic interest.

The internet offers three other widely-used innovative techniques many savvy online marketers use very successfully.

- The "yes, no" technique - where you ask the reader a question and have them select the answer to the question by clicking with their mouse. This technique gets the reader involved so they won't be hesitant to click on the "order now" button when they reach the end of your letter.

- The cut and paste technique - where you show the reader how easy your software product is to use by having them cut and paste text into a new box.

- The interactive testimonial technique – where curiosity is aroused because the reader must click a button to see an entire testimonial.

2. Using personalization everywhere... And not just in your email - On the internet, you are dealing with potentially thousands of people, and if they don't feel like you're talking to them, they are just going click off because they feel as if you're a faceless website.

That is why it is important to talk directly to your audience. A powerful way to do this is to call them by their name or what you know. So, if your audience likes playing sports, you might start your letter off with, "Dear Sportsman".

The more specific you are, the better because if your reader feels like you are talking to him/her, they are going to stay and listen to what you have to offer.

3. Use the full power of the postscript - The P.S. in any email and salesletter can be an extremely profitable tool. It can be used to offer an e-course, let your readers know about another product that might benefit him/her, or to sum up your offer for your visitors who like to skim around until they find out what the offer is about.

By putting a P.S. in every email, you will continually make sales without having to send intrusive sales offers all the time. It's always nice to receive surprising order notices in your inbox without having to do any extra work!

A small tip for the P.S. is to always put your most important P.S. in the middle, if you have three. The middle one has been tested to be the most read.

4. A More specific call for action - Your audience needs to be told exactly what to do. So, in your ezine ads don't just say "click here", but tell them what you want them to do. If you want them to learn more about your product, say so. If you want them to subscribe to your ezine, say so.

If your visitor clearly understands what he/she is supposed to do at your website, chances are, they will quickly comply. On the other hand, if they have to figure out what to do, they will have time to come up with excuses for not complying.

And that's the bottom line as to what all your copywriting should be. In the end, all you're trying to do is get the reader to comply with a single action. Once you do, your sales will increase and your profits will go up!

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