

How To Write To Persuade

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I'm sure you've seen those ads that grab your attention and have you ready to pull out your wallet or credit card. They are literally making you an offer you can't refuse.

Don't you wish your ads were that persuasive?

Are the marketers who wrote these ads natural born writers, or is there a formula that you can learn?

Writing to persuade is a skill that can be learned, like any other skill. It's just a matter of breaking down the process into four simple steps.

Step # 1.

The first step in writing your killer sales letter is to identify your target market.

This seems simple enough, but how many marketers do it?

When reading some of the ads I get in my inbox, I have to wonder.

I don't want to burst your bubble, but the truth is, not everyone on the planet is a prospect. Concentrate on those who are.

Before you begin your ad campaign identify your target audience.

Step # 2.

Once you've identified your target market determine what their major problems are.

* Do they need more money

* Do they need to save time

* Are they interested in improving their health

Sit down and determine every problem that your prospects have and decide how your product or service can help solve their problems.

There are no shortage of problems, but there is a shortage of problem solvers. Start thinking in terms of becoming a problem solver and you'll always be in demand.

OK, you've identified your market, you've determined what problems they have, now you're ready for the next step.

Step # 3.

The third step in writing your killer copy is to let your prospects know that there is a solution to their problem. Not only is there a solution to their problem, but you have the solution.

Remember these three magic words, "I can help."

Identifying the problem is not enough. You have to show the reader that there is a solution and you have it.

Tell them every benefit they will get when they order your product or take advantage of your service.

Let them know you can help them make more money, save time, or improve their health.

Step # 4.

The final step in creating killer ad copy is getting the prospect to take action.

Identifying your market, determining their problems and letting them know you have the solution, is not enough.

You have to make them act.

You have to create a sense of urgency.

There are many ways you can do this. You can offer a special discount for fast action.

You can offer special fast action bonuses.

Ask for the order.

Let them know they don't have to put up with their problems another day. You can solve them right now.

These four steps are a basic outline to get you started.

Start studying the sales letters you read and break them down into the four basic steps. Determine how effective the writer was in covering the bases.

Make notes on how you could improve on the sales letter.

Learning to write persuasive copy is a life long venture.

You can write persuasive copy. You have the basics, the rest is up to you.

Wishing You Success,
John Colanzi

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