

A Useful Skill to Acquire to Explode Your Marketing Efforts

By Kellie Marzolf

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Copywriting is by far one of the most important skills you should acquire in order to succeed at your internet marketing endeavors. Some people seem to be naturals while others must learn and practice techniques in order to achieve the ultimate goal of connecting with readers through their emotions. Good marketing will cause your readers to act on their emotions, many times without even realizing it. There are several techniques available. One is creating a sense of urgency by using time-sensitive phrases or deadlines. This idea can be used not only for selling but also for getting signups for your ezine or requests for more information on a topic. The key is getting inside the door for a possible future sale.

Copywriting done well is really just a manipulation game between you and your potential customer or reader. You want to play on their emotions and help show them how you can help with their desires. Notice I stated desires and not needs. A common misconception is that we should sell something our customer "needs", when in fact we should be selling what they "want". Offering something your customer wants combined with a sense of urgency will cause consumers to be more willing to spend larger amounts of money in fear of missing out on the deal, and they will make more impulsive purchases.

Manipulation is a strong word and many people have a hard time achieving this skill. If you are one of them, in order to off-set these feelings make sure the product you have selected to sell will somehow truly benefit the individual. If you succeed with that idea then you will know it will be something of value to them in exchange for the monetary transaction.

Some main motivators you can include in your copywriting can center on emotions such as love, guilt, greed, fear, personal security and happiness. Everyone has these feelings; your job is to bring them out into full view. Always write as if you are talking to that one individual personally and base your information on how and why what you have to offer will benefit them. The key here is making it seem as though the product is there to benefit them and only them. Take a look at other successful copywriting, see what seems to work and add your own personal touch to that idea. Don't steal but use the ideas to shape and mold to fit your own needs. Developing this skill along with the art of manipulation can greatly increase your sales and success and in turn lead to equating your name as an expert in your field.

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