

Increase Your Profits 800% Writing Killer Sales Copy

By Matt Lopilato

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After you have completed your in depth research of your target market and determined what product to sell now it's time to promote your business. Your sales letter (also called "sales copy") is the meat and potatoes of your advertising effort.

A powerful sales letter can easily make the difference between success and failure. This is why so many professional copywriters get paid such enormous amount of money to write winning sales copy for businesses.

Step 1-

Get the Reader's Immediate Attention and Create Instant Curiosity.

This is the most important step because you have about 5 seconds to capture someone's attention and if you don't you will have lost the reader.

Just think about how you read the newspaper. You kind of scan over the pages very quickly looking for something interesting.

People always stop to read an article or advertisement when there is something compelling that stops them in their tracks and forces them to read further. They just became curious.

This is done with your headline.

The headline must be very simple but powerful, eye-catching benefit. It needs to be a one line statement or question that provides a benefit to the reader.

This is the key to getting the reader to continue reading.

Again, curiosity.

A good example would be the title of this article. (Increase your profits 800%). It provides an instant eye-catching benefit.

Your headline must have passion because passion is an emotion and people buy on emotion.

Developing your headline should take 50% of the total time used to create your entire sales letter.

Start by making a list of headlines.

Make 100 different ones then choose the best one. Always use what we call "power words" in your headline.

These are any words that give a special benefit.

For example, Announcing, Discover, Learn, Introducing, Profit, Explode, Skyrocket, Magic, Secrets, Free and Guaranteed.

These are just a few of the more popular ones but there are hundreds. Spend a large amount of your time on the headline because without it the rest of the sales letter will be useless.

Step 2-

Create Interest and Desire through answering the question... What's in it for me?

Now we start writing the body of the sales letter.

It can be anywhere from 4 pages to as much as 18 pages long. There is a misconception that long copy doesn't sell well, especially on the Internet. This is not true. Long sales copy sells as good online as it does offline as long as it is not boring.

Personally, I like to stay between 8 & 12 pages.

In the body text, use what we call "sub-headlines".

Headlines of any kind throughout your sales letter is very important because it charges up the reader.

Your main focus here is to gain their total interest

by exciting them. Write with passion. Passion is never boring. Flood them with all the advantages gained by purchasing your product.

Again and again answering the question "what is in it for me".

How do you do that?

Well, first you need to create what is known as a unique selling proposition (USP).

In other words, what characteristics make your product better than your competitor's product?

What unique benefit does it provide?

Why should the person buy your product and not your competitor's? If possible, try to give comparisons of what your product gives that the others don't.

Unique and useful benefits are the key.

Make a list on a separate paper of all the benefits your product offers. Then, write them into your sales letter in very short paragraphs and always use lots and lots of bullets. Each bullet, containing a one line statement of a powerful benefit.

Step 3-

Create Trust with Proof and Credibility.

This step is so powerful and so very important.

This is where you show solid proof that your product gives the benefits you spoke about. By doing this you create credibility with your readers. A lot of people have been burned in the past by scams. People are skeptical.

Your job is to convince them that you and your product is honest and real.

This is how you create trust.

In most cases, people must trust and believe you before they buy from you. If you have a track record already, then get testimonials from your previous customers. Use lots of testimonials. Testimonials have been known to sell a product all on its own.

Ever see some of the more successful TV infomercials?

They are 80% testimonials from actual people who have used and benefited from that product. After listening to all those satisfied customers it's easy as 1,2,3 to sell to new customers.

Now, if you're just starting and have no testimonials the very best way to convince the reader is to tell them your own personal success story.

You don't have to be a millionaire to be considered successful at your business selling your products. Maybe you started your business part time at home and now can quit your job?

This is a great success story.

Why? Because how many people can say they have accomplished this? Not many.

People love to here rags to riches stories or (testimonials) from everyday regular people like you and me.

Step 4-

Create an Irresistible Offer & Risk-Free Guarantee.

The most important reason behind giving a great offer with a very strong guarantee is to eliminate any doubt or risk in buying your product and to get the person to order NOW!

There are several key parts to writing a winning offer.

1: Summarize everything they will be getting when they purchase your product. Tell them again of every benefit they will get.

2: Always give a free bonus with your offer...Always! It could be a free special report, a cassette-recorded interview, a video, a book, whatever.

Just make sure the item is useful and will be of added value to the person.

Tell them what the benefits are and the normal sale value is of this bonus.

Never give something as a free bonus that you already give out for free to everybody.

For example, you would not give a free bonus of your free newsletter subscription because it is already

free to everyone who chooses to subscribe.

3: Next, you put a time deadline on the offer.

All offers must have a real deadline in it.

For example, you might say things like:
"Order in the next 5 days to get your free bonuses"
or "You need to order within 48 hours to receive
this special introductory price".

You get the idea. Force the person to take action
now and purchase the product or they will lose
something of real value if they do not.

4: Give an entire paragraph to your risk-free guarantee.

Make it very clear to the reader that there is no way
they can lose on your offer. Clearly state that if they
are not entirely satisfied with the product they can
return it for a full and fast refund.

Use a powerful guarantee such as a 30 or 60-day
money back guarantee policy. The purpose of this
is to keep re-enforcing the aspect of
NO RISK! NO RISK! NO RISK!

Step 5- Give a Final Reminder of the Benefits plus the
Losses if not Ordered Now.

This is done using P.S. and P.P.S.

The last two paragraphs of your sales letter should
always have PS and PPS statements. Do you know that
these two paragraphs are the most read part of the
entire sales letter?

The PS paragraph should briefly summarize the offer
and more importantly the benefits they will receive.

Next you remind them of the deadline to order and the
free bonus. Make sure you re-state the dollar value of
the bonus they will receive.

Always finish the paragraph with asking for them to
Order NOW!

The PPS paragraph should be for re-stating details of
the risk-free guarantee. Assure the reader that their
purchase is fully protected and that 100% total
customer satisfaction is the most important element in
your business.

Then you ask for the order again.

One final note. It is very important to make it very easy for the person to buy. Provide the contact information and ability to order in several places in the sales letter. If you are online then make sure the secure order form is easy to get to and easy to use.

If not, they won't buy from you even if they really want the product. Always make it easy and simple for them to purchase.

Best Wishes For Success

Matthew Lopilato, Author, President
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