

# Can You Write Online Ad Copy That Sells?

By Robert Jillie

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If there is one skill that contributes to the success, or failure, of an online business more than any other single skill, it has to be writing online ad copy.

Designing your own web site is important but we all know that it is the Text that sells not the graphics or fancy scripts.

Getting traffic to a web site is important but if your add copy is poorly written you will not only loose the sale you will also quite possibly loose a potential customer for life! (Think about how lost much revenue that will cost you)

The ability to create your own products is definitely something everyone should try to do, but if you have a properly written sales offer you can hire a developer to do it for you, however, your ad copy must be able to sell the product.

Think about this, there are thousands of people online with really great products to sell but they can't sell them because they don't know how to write good copy.

While not everyone has the ability or desire to become proficient in their copy writing you should, at the very least, learn what good ad copy is and why it works.

Some resources you can check out are: "Cyber Writing" by Joe Vitale, "Advertising Secrets of the Written Word" by Joe Sugarman. You should also invest a few bucks in some courses on copywriting, such as: "Copywriting Clinic" by Dan Kennedy, Gary Halbert's Copywriting Seminar, or visit Joe Robison at [addcopywriting.com](http://addcopywriting.com) and learn all you can about copy writing.

Remember that majority of the visitors to your web site are looking for information on a specific topic and the single best way to push their "Buy Now Button" is to mix your sales

letter with valuable content because your visitors are also seeking information and on the web "Content is King".

If you learn to craft really good ad copy not only will your visitors like and trust you, because you appear to be a knowledgeable expert, but the Search Engines will also give you good ranking because your site has good content.

Visitors to your web site expect to see good content when they arrive at your web site so you must develop the ability to create good content within the body of your sales letter. What you want to create is an "advertorial." In other words, an ad which looks like an editorial.

If you are selling an ebook about widgets you might try giving tips, tricks, and advice on widgets and their many uses, or a history of widgets and why your customer needs your ebook or a particular brand of widgets.

A great way to find really good examples of weaving in content with a sales presentation is to watch some TV commercials. The best commercials contain good content within the sales copy.

You should not be trying to just sell something, you should be trying to educate your prospects into understanding why you're web site is their best option to purchase what they seek!.

It is a proven fact that people buy based on emotion, They then justify their purchases with logic. A person will buy a Ferrari because of the prestige it brings. =emotional reason. They then justify this purchase by remarking how well built a Ferrari is and how it holds its value over time = Logic.

Write your web copy just as if you were writing a letter to a good friend not to a group of friends. Picture your "Perfect Customer" and then imagine that she/he is a life long friend.

Most every one can write a letter to a good friend!.

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