



Powerful Copywriting Strategies For Maximum RESULTS

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1. Touch on your prospect's maximum points of anxiety – then hit their hot-buttons by revealing your ultimate solution. Demonstrate empathy, understanding, passion, sincerity, enthusiasm, and zeal. Such an approach is a breath of fresh air that provides help, hope, and inspiration. It moves the prospect out of pain and into pleasure.
2. Reach the right kind of prospect. Dramatize your offer to make it important, relevant, timely, and believable. Provide easy ordering options and make every customer feel good about the transaction.
3. Build believability. Online shoppers are particularly savvy. They see beyond the hype and fake claims of novice marketers and rip-off artists. Prove your claims with testimonials, specific facts and figures, and customer stories. Make it real – both in appearance and fact.
4. Establish credibility. Anyone can launch a website and offer a product for sale. But why should your target prospect listen to you and accept what you have to say? Establish a position that gives your words more clout and credence.
5. Get personal. Let your audience know that you are a real person who sincerely cares about your customer's satisfaction. Be genuinely enthusiastic about what you do and what you sell. Let your prospect know that you're thrilled to be able to share the benefits of your product.
6. Anticipate the questions, concerns, fears, and objections about your product likely to be floating through your prospects minds. Provide credible responses in your copy. Selling via sales letter doesn't give you the benefit of personal interaction with prospects, so you need to address every issue up front.

7. Assume your prospect will do the right thing and take action on your offer. Phrase your copy in a way that subtly leads him in this direction. Don't use "If you join..." – take the attitude that your prospect will join because it's in his best interest to do so. "As an exclusive member..." positions the prospect as a 'buyer in waiting'.
8. Create high perceived value in the package you offer... then, limit its availability. Those are the two keys to an irresistible offer. The less available your offer is, the more people tend to want it. Run your offer for a set time, expire it as originally stated, and then create a new offer. Let people know you're serious and they'll pay attention to your deadlines.
9. Address the first questions that enter your prospect's mind as he arrives at your sales page. 1) Why should I spend any time reading this? 2) What's in it for me? 3) Why should I believe this person? After delivering your benefit-packed sales message, the next questions are... 4) Is it worth my while to take action now? 5) What will I lose by not replying?
10. Know what it is your specific target market wants. Then gather the experiences, comments, tests, facts, product or business history, and arrange this information to create a dramatic offer that's important and particularly relevant to your prospect. Let your prospect know how your product was designed and created to solve his specific problem.
11. Resonate with your reader. Create the feeling that you're in the presence of your prospect, having a one-on-one conversation. Let him know you are a real live human being with a sensitive and understanding side. Be in tune with an empathetic and caring voice. Explain your solution in his terms.
12. Make the maximum impact with a minimum of words — but always tell your full benefit story. Omit nothing, for that could be the one point that could be the deciding factor. A complete sales message is generally more responsive than a short one. If you want the sale, you must include every key point. Write to the prospect who wants to know everything. If you target the right prospect with something he wants, he'll generally devour every word of your message. Not giving enough information will cost you more sales than by providing too much. Favor details over brevity. But only make your letter as long as it needs to be to sell.
13. Be explicit in your directions. Guide prospects one way only. Use words and phrases that cannot be misunderstood. Tell them exactly what to do next – "*Click here for fast, one-step ordering*".
14. Unless your price is exceptional and the major deciding factor behind a purchase, save it until after you've unveiled all the benefits. Create a picture of tremendous value before revealing the price. Make them want it first. Then let them know the cost of your package.
15. Strive to make the price a less significant factor. Price becomes less relevant when the benefits and unique advantages are convincing and compelling enough to those with unmet wants — and the ability to pay to get them.

16. Get a sample product or trial version in the hands of prospective buyers. Samples take the imaginary and make it tangible and real. It's a test drive that adds a new perspective to the prospects view. Quality samples compel people to want to reciprocate and they do so by placing an order.
17. After unveiling your product's benefits, prove how these benefits are indeed true. Reveal interesting facts and features that make those benefits possible. Present a wide variety of testimonials that zero in on different advantages obtained by others.
18. Make your sales letter easy, enjoyable, and quick to read. Vary the length of sentences but avoid those that are excessively long. Include more short than long sentences. Short segments are easier to breeze through. Long sentences and paragraphs tire and confuse readers — symptoms that will only drive them away from your site.
19. Focus on selling one concept, idea, or package only. Offer different versions instead. This is helpful and serves various budgets. But selling two or more different products only weakens your message and confuses potential buyers.
20. Strengthen the bond between you and your prospect throughout your copy. Serve your reader. Give him a sense that he is valued, appreciated, and special. Get on the same wavelength and connect with his train of thought. The best intangible benefit you can give in your sales letter is sincere interest and adoration. When your caring shines through, you gain an eager, receptive ear.
21. Use occasional examples, anecdotes, or metaphors to clearly illustrate your points and enhance the prospect's understanding. Help create a clearer vision of the desired results.
22. Build desire into your message. Make a big, bold promise in your headline that makes prospects anxious to learn more from the very beginning. Use strategically placed sub-headings and pauses. The occasional one-word paragraph creates intrigue and arouses curiosity. Enthuse prospects with the realization that can have what they want through action.
23. Stay focused on your goal of keeping your prospect reading straight through to the order form where the sales transaction is completed. Continually build interest as you go making it more difficult for the prospect to do anything else but read on.
24. Paint a glorious picture of the prospect after the purchase enjoying all the rewards and benefits promised. Be a verbal artist – use vivid descriptions and word pictures that bring your product's advantages to life.
25. Inject you own style and personality into your sales letter. It's this kind of personal touch that gives your message a feel of originality and distinction. It helps to build a more personal bond with the reader.
26. Capture the attention and interest of your target prospect immediately. Getting attention alone is not enough – you also need to stimulate interest. If the interest isn't there, getting the reader's attention serves no useful purpose.

30. Write *you-oriented* copy to give the prospect the sense that you're speaking directly to him. "You" adds warmth while helping to personalize your copy.
31. Involve prospects. Capture their imagination and mental focus by constantly addressing issues of interest to them. Keep them captivated and you'll keep them reading. Bore them for even an instant and they'll leave forever.
32. Speak in a prospect-friendly tone. Forget the formalities of writing and focus only on being heard by your target reader. Be empathetic, sincere, supportive, honest and reassuring – while being enthusiastic and positive about your proposed solution. Woo your prospect. Make him feel that he is the total focus of your concern.
33. Write like you'd say it, face to face. Be relaxed, seemingly spontaneous, and informal. Use a down to earth, conversational, me-to-you style and format. It's something your prospect understands, is used to and comfortable with... and likely to respond to.
34. Expose 'inside' information by enclosing it in brackets. Since brackets are rarely used, they tend to attract the eye. The information revealed adds interest and intrigue. It's as though you're whispering an important secret in the prospect's ear, ensuring this particular detail is something that sticks.
35. Deliver interesting news. Talk about pre-existing problems and worries that are already troubling your prospect. Then offer the ultimate antidote to help him get what he wants. Tell a story. Create a scenario of probability. Have something interesting (benefit-oriented) to say that could really make a difference in your prospect's life in a way that's meaningful to him. Then, introduce your solution with flare.
36. Make your website and your writing transparent. Focus on communicating and impacting your reader by going straight to the heart of the matter. Avoid drawing attention to the layout, design, graphics, typeface, structure, grammar, or techniques. All these tools are best used in a supportive role to deliver an important message through your words.
37. When crafting your sales letter, it's best to just let your ideas, thoughts, expressions, and metaphors flow freely. Pour your heart out on to the page. Record your enthusiasm, passion, and conviction. You can always edit later to improve the flow and eliminate any non-essential components.
38. Understand your purpose: you're not writing to *present* you're writing to persuade. You're not writing to *entertain* – you're writing to capture your prospect's heart and mind, so he'll spend more time absorbed in your words. The longer he stays, the greater your chances of winning the sale. The purpose of your sales letter is to sell something. It's about drawing the right prospect so your message is read, understood, and acted upon.
39. Maintain a rapid reading pace. Keep your copy lively and exciting. Say it clearly and succinctly. Express your next thought in the next paragraph. Deliver your message expediently, in a way that's instantly grasped by your target audience. Then move on to the next point and repeat.

40. Restate your ultimate benefit another way. Rephrase and repeat it to make your big idea stronger and more appealing. Two prime locations for restating your ultimate benefit are the close and the P.S.
41. Give them a reason to buy more. Maximize your profit per sale by offering additional products to the newly converted buyer. Once they're sold, you can offer an upgraded package. A discount on additional quantities of the original purchase is another way to extract more revenue from the transaction. This approach works particularly well with gift items.
42. Match your message to the audience. Don't overestimate their level of awareness, nor underestimate their intelligence. Prospects want things explained clearly in simple terms. But they may also be interested in learning important details too. Give them what they want.
43. Establish a natural flow to your copy. You want one thought, sentence, or paragraph to flow effortlessly into the next. Connect your words and ideas in a logical and natural sequence.
44. Employ quick-start tools such as collected headlines, bullet points, guarantees and P.S.'s. It's an easy way to get up and running. You can easily go back and adjust each component later and by doing so, you'll likely enhance its effectiveness. But using established models help gets you moving in the right direction.
45. Maintain a consistent language and style. Consistency helps build trust and comfort in the audience as they get a clearer picture of who you are and what you're all about. Using the same style, format, and language helps prevent confusion.
46. Express your advantages in a way that's meaningful and clear to the niche market you're targeting. As you elaborate and provide additional details, simplify thing for your reader by summing it all up – "Here's what all this means to you". Explain how a specific point proved valuable and important for others and you help validate your claim and solidify the value of the benefit to your prospect.
47. Focus the majority of your time and effort on the most important sections of your sales letter – the beginning and the end. This includes the main headline and sub-heading, opening, close, P.S., and the order form. The beginning lures them in... the ending triggers action.
48. Eliminate stopping points. Keep your prospect's eyes on the page and moving through your copy. Unnecessary pauses give readers cause to reevaluate their actions or their use of time in the moment. Keep them involved.
49. Make your message a worthwhile investment of the reader's time. Give maximum information and value in return for time spent at your site, or reading your sales letter. Make the reader richer for the experience — even if he doesn't buy right away.

50. Provide easy navigation from your site. Make it quick and effortless for visitor's to return to your index page, if separate from your sales page. Allow visitors to feel in complete control of their experience by providing additional links where they can get even more information about you, your product, or your business. Consider separate pages for extra testimonials, Frequently Asked Questions and the Answers, or a bio.
51. Use sub-headings throughout your copy. Sub-headings stand out, usually in larger, bolder type, so they're sure to be seen by both the beginning to end reader, as well as those who just skim the page. Use sub-heads to highlight benefits or to lure readers into the next line. They're great tools for breaking up regular copy, making it more visually appealing and easier to read.
52. The first thing you need to reveal is your major benefit. Use your most effective weapon right up front in the headline. Then add additional benefits throughout your letter – one on top of the other. Always start with your strongest benefits and list them in descending order – according to buyer preferences. Sell the benefits first and point out important features later.
53. Be calm, confident, and charming in your copy. Disarm the prospect by relating to his situation or dilemma – then link the solution he wants to what you offer. Put you prospect at ease by demonstrating an understanding of the issues and by offering a sound solution. Let the prospect know you're on his team.
54. Transfer your emotions to the prospect — that's the key to persuasion. Believe in your product with absolute conviction. Infuse your sales letter with that kind of strong emotion and you'll naturally trigger the desire in your prospect to attain the promised benefits.
55. Create a little mystique and intrigue about the origin or development of your product. Leverage this little-known fact into a unique advantage that gives your product another psychological edge in the marketplace.
56. Inspire action. Online sales copy is about getting busy, preoccupied prospects who are contented in their "comfort zones" to recognize that the way to realize their dreams is by taking a positive step forward. If you fail to move your prospect to action, you in effect, leave them wallowing in their pain.
57. Turn prospect pain into pleasure. Acknowledge the problems and frustrations endured. Then, make your prospect feel good for having discovered your site and your product. Soothe anxieties and help in the realization of aspirations. Create a positive feeling of anticipation and expectancy.
58. Communicate with energy, optimism, and enthusiasm. These qualities are infectious and represent how prospects want to feel. When energized, optimistic, and enthused, they're much more likely to take action.
59. Get to know your product better than anyone could expect. Look for untapped gold – an unexploited angle, aspect, or advantage. Even the simplest product has attributes that are commonly unknown, yet would make an interesting revelation.

60. Write magnetic copy by hitting your prospect's hot buttons. Address a specific and pressing issue and you're sure to attract interest. Give your prospect just enough to make him want more. Pull him into the next sentence or paragraph. Then, repeat the procedure so he keeps reading and hungering for more.
61. Eliminate any element that could cause prospects to click away. Avoid unnecessary words. Replace big words with small words. Avoid those with multiple meanings. Get rid of run-on sentences. Anything that slows readers down could also send them away.
62. Give in order to get. Online prospects are used to receiving freebies. Adapting a strategy of contribution can help you win an appreciative and receptive audience. Provide relevant news, helpful tips, interesting stories, and resources.
63. Talk about prospects, not products. Make your letter about him and the benefits he gets as a result of buying the product. Make it important and time-sensitive. Speak directly to your prospect about his self-interests... and how your product will improve his life.
64. Choose your words with care. In the online world, you don't have the benefit of gestures, facial expressions, body language, or voice inflections. All you have are the words on the prospect's screen or printed page. Use words the target reader can relate to. Choose words that command attention, hold interest, build desire, and compel action.
65. Influence, persuade, and SELL! Remember: a sales letter is always about selling and selling is about benefits and offers. When in doubt, do the obvious – sell.
66. Provide the right stimulus. Persuading prospects to buy means providing the right triggers. Know what your audience will respond to and supply it. Give prospects believable support material and the right kind of incentives. Show what they get by acting now and illustrate the sensibility in doing so. Infuse good feelings and demonstrate how your product moves them from where they are to where they want to be.