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## **Anatomy Of An Irresistible Ebay/Etsy Offer: Turn Your Skeptical Viewers Into Avid Repeat Bidders & Buyers!**



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## **Anatomy Of An Irresistible Ebay/Etsy Offer: How To Turn Your Skeptical Viewers Into Avid Bidders & Repeat Buyers!**

This Is Your FREE BONUS GUIDE included with your purchase!

### **What This Guide Will Show You And Why You Need To Read It**

Let's face it...***no matter what*** you decide to sell on Ebay or Etsy, the success of the listing always comes down to ***making your offer so irresistible*** that people will scramble to place their bids!

Even if you are listing under the "Buy It Now" option, your offer must contain so much "perceived value" that ***your prospect's decision to buy becomes a 'no brainer'.***

Note that we said "perceived value", not "actual value". You can have the biggest bargains and best products in the world ***but*** if your viewer doesn't "perceive" that value, it's all for naught. They won't buy.

It's not enough to HAVE value...we must communicate that value to the potential buyer in a way that gets them to "***take action***" (bid or buy).

**That's what this guide is all about...** Showing you how you can create auction listings that (no matter what the product) people will ACT ON and bid or buy. ***In a word, this guide will show you how to greatly increase your 'conversion rates' on any product offer you list.***

You can have the most amazing product(s) in the world and tons of viewers, BUT, if your offer doesn't convert skeptical viewers into buyers and do so in sufficiently high numbers, you'll starve (even if your competition's products are inferior!).

If you will indulge me for a moment, consider this question... Do you feel McDonalds Restaurants serve the best fast food in the world?

Some might say yes but many (I suspect) would say DEFINITELY NOT! Yet McDonalds does more business than any other fast food chain by far (ref screenshot below).

In fact, from the chart below, we see that McDonalds does almost 3X's the business of their next closest competitor Subway and more than 4X's the business of their arch rival Burger King! They also do more business than their next three competitors COMBINED in total sales!

RANK ▼	COMPANY/CHAIN NAME	2012 U.S. SYSTEMWIDE SALES (MILLIONS)	2012 U.S. AVERAGE SALES PER UNIT (THOUSANDS)	NUMBER OF FRANCHISED UNITS IN 2012	NUMBER OF COMPANY UNITS IN 2012	TOTAL UNITS IN 2012	TOTAL CHANGE IN UNITS FROM 2011
1	McDonald's	\$35,600.0	\$2,600.0	12,605	1,552	14,157	59
2	Subway *	\$12,100.0	\$481.0	25,549	0	25,549	956
3	Starbucks *1	\$10,600.0	\$1,223.0	4,262	6,866	11,128	341
4	Wendy's 2	\$8,600.0	\$1,483.8	4,528	1,289	5,817	-34
5	Burger King *	\$8,587.0	\$1,195.0	7,000	183	7,183	-21
6	Taco Bell	\$7,478.0	\$1,363.0	4,218	1,044	5,262	25
7	Dunkin' Donuts	\$6,264.2	\$857.4	7,278	28	7,306	291
8	Pizza Hut	\$5,666.0	\$883.0	5,757	452	6,209	156
9	Chick-fil-A	\$4,621.1	\$3,157.9	1,391	292	1,683	77
10	KFC	\$4,459.0	\$957.0	4,319	237	4,556	-162
11	Panera Bread	\$3,861.0	\$2,427.2	843	809	1,652	111
12	Sonic Drive-In	\$3,790.7	\$1,074.0	3,147	409	3,556	-5
13	Domino's Pizza	\$3,500.0	\$710.2	4,540	388	4,928	21
14	Jack in the Box	\$3,084.9	\$1,379.0	1,703	547	2,250	29
15	Arby's	\$2,992.0	\$993.2	2,343	1,011	3,354	-83
16	Chipotle Mexican Grill	\$2,731.2	\$2,113.0	0	1,410	1,410	180
17	Papa John's	\$2,402.4	\$829.0	2,483	648	3,131	130
18	Dairy Queen *	\$2,300.0	\$545.0	4,459	3	4,462	-23
19	Popeyes Louisiana Kitchen	\$2,253.0	\$1,242.0	1,634	45	1,679	69
20	Hardee's	\$1,900.0	\$1,145.0	1,233	470	1,703	8

*Top Performing Fast Food Chains By US Sales*

*Source QSR Magazine 2012*

My point here is that having "good products" or even "great products" isn't good enough...we must structure our "product offers" to communicate the value of our goods in a way that differentiates us from our competition and makes the decision to buy, as said, a 'no brainer'.

If we have a listing that's converting at 2% (that is for every 100 views, we get on average, two buyers) and we make a few tweaks to the listing to get it

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converting at 8%, we are making quadruple the profit ***on the SAME amount of visitors.***

If we are successful at increasing the “perceived value” of our goods, then people will ***bid much higher prices*** for them and CONTINUE bidding prices up even higher!

We need to look at “conversion rates” as a form of ROI (Return On Investment). The more buyers we get for a 'buy it now' listing OR the higher the bidding goes for our 'auction' listings, the HIGHER THE PROFIT MARGIN on our products and the MORE CASH that ends up in our pockets for the same amount of work.

By the way, **if you have any questions, comments or feedback, email me at: [Bart\\_Hennin@hotmail.com](mailto:Bart_Hennin@hotmail.com)** (my personal email, not an auto-responder)

After completing this guide, you will be able to create higher converting auction listings and buy it now offers. The result will be that people will TRUST, LOVE, and BUY (more of) your products!

**One quick note before we Get Started...**

**Be like a SUPERHERO...  
Use your “powers” for GOOD, not evil.**

By the end of this guide, you will be in a position to create irresistible listings and persuasive product offers. PLEASE DON'T TAKE ADVANTAGE of people.

**Be like a SUPERHERO... Use your “powers” for GOOD, not evil.**

ASK YOURSELF THIS...

***If this visitor was my Grandmother,  
Would I still sell my product to her?  
Would I still stand proudly behind my offer?  
Would I still suggest she buy this?***

If the answer is a resounding “YES!” then you're good!! (if not, you need to rethink your product and/or offer).

**OK Let's Get Started!**

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## SECTION I - MAKING EMOTIONAL CONNECTIONS WITH YOUR AUCTION LISTING VIEWERS:

### How To Stand Out From The Pack And Crush Your Competition

To attain real long term success selling on Etsy or eBay We have to 1<sup>st</sup> build CREDIBILITY, TRUST and LOYALTY with our viewers. We do this by “personally connecting” with them from within our listings.

Creating 'good sales copy' (that is, persuasive descriptions of our products that tap into our customers' “emotional hotspots” and spark their desire for the product offered) isn't enough (although it's a good start).

Later in this guide, I will show you multiple simple ways to easily create highly persuasive 'copy' that will crush your competition and dramatically raise your sales BUT...

“Good copy” by itself isn't enough! Within our listings' descriptions, we must also, as said, make a “personal connection” with our viewers too. We must build trust, credibility, and likeability. Fortunately, as we shall see, this is simple to do too.

In a word, we must “stand out from the pack” by building “relationships” with our viewers as they read through our 'copy' (product descriptions).

Now don't let this scare you! Relationship building is much easier to do than it sounds... Stick with me and I'll show you exactly how! But first ***let me tell you something that 97% of your competition misses...***

**Believe it or not,  
you can “build a relationship” with your listing viewer  
in as little as 10 seconds!**

You might not think it's possible to build a relationship in just 10 seconds but it is not only *possible* but in fact, *is* a MUST. For if you don't, your visitor clicks to the next listing (!!!) ...never to be heard from again :(

**Let me digress a moment** and illustrate fast relationship building with a personal “real life example”... I used to be a volunteer First Responder, providing emergency first aid at public events (car races, karate tournaments, sporting



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events, county fairs, etc.). I was also a first aid and CPR instructor too.

When trying to help someone who has just become seriously and unexpectedly injured, you don't have the luxury of "time" to establish CREDIBILITY and TRUST. Needless to say, the person is often in pain, in great distress, and is frightened too. You have to establish a rapport *FAST* to be of any help to the person.

You must "build a relationship" with the injured person in about TEN SECONDS!

This would seem impossible. Yet, First Responders, EMTs, Paramedics, ER nurses, doctors, medical technicians, and even Fire Rescue personnel manage to build "relationships" in just 10 seconds EVERYDAY! (I'll show you how below).

Some might say, "*Oh yes, but it's the 'uniform'...that establishes the credibility*" ...**NOPE**... Many times I, or one of my co-volunteers, were "off duty" and in plain clothes when we happened upon an emergency (motor vehicle accident, someone having chest pain, a seizure, etc.) ....We would still have to gain the trust of complete strangers in about 10 seconds to do our job.

So how do we quickly establish a relationship so quickly? Simple...

**We build a relationship by "providing immediate value" and we provide immediate value by making a sincere promise (and delivering!)**  
**We ALSO build a relationship by making our visitor feel good and by validating them.**

We'll get into specifics in a moment, but ALWAYS remember this...

***People will NEVER remember what you SAID in your listing,  
but they will ALWAYS remember how you made them FEEL!***

If your product presentation makes your prospective bidder/buyer FEEL GOOD, feel respected, feel intelligent, feel comfortable, feel listened too, AND SATISFIES THEIR CRAVINGS, they will excitedly buy again and again and again.

We'll go into exactly how to do this very shortly, but for now, just remember that it's not what you say about your products, but how you make people FEEL that will produce a bond (and a sale).

Politicians use this all the time (at least the SUCCESSFUL ones do!). Think about who you rooted for in the last Presidential debate...in your mind, who won the

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debate? (your guy of course!)...OK, now try and think of a specific thing they said that CAUSED you to feel they won.

You could probably tell me how you FELT about the candidate you liked (optimistic, hopeful, reassured) whereas the 'other' person just peeved you off so much you wanted to punch your television screen! But you would be hard pressed to tell me exactly what they *said*.

Remember, it's not WHAT YOU SAY about the products you list, but rather HOW YOU MAKE PEOPLE FEEL as you talk about your products. We need to "bond" with our prospects.

**So exactly HOW do we "provide value", "make a connection" and "build a relationship" in 10 seconds?**

Simple. Let's go back to the "emergency responder" example... Suppose we're called to a person in distress... We approach calmly, we make eye contact, we stoop so we're on their level, and as we touch their wrist to take their pulse we identify ourselves...

*"Hi, I'm Bart, I'm a First Aid Instructor and emergency responder, I'm going to help you OK? (the promise)...What's your name? (Jason - The personal connection) Jason are you having any difficulty breathing? (No) Where does it hurt Jason? And so on... (using their name reassures them by reinforcing the personal connection).*

We've very quickly provided value and built a relationship by introducing ourselves (and credentials), making a promise (telling them we're going to help them) and we've also made a personal connection by giving them our name and getting theirs (and USING their name). From here on, it's up to us to CULTIVATE the relationship by delivering on our promise of HELPING them and we also create a bond by making them "feel good" (or at least better than they were) by REASSURING them.

**LEGAL NOTE:** There's a LOT MORE to rendering 1<sup>st</sup> aid than the above! I am NOT INSTRUCTING YOU IN 1<sup>st</sup> AID HERE!!!...I am just illustrating a point that relationships can be built quickly!

Now I realize you can't ask your visitor for their "name" but we can still make a personal connection. Instead of speaking of our product in objective third person terms (*This product slices tomatoes fast*), we speak of our product in

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**personal terms** (*With this product, you'll be slicing tomatoes faster than ever...I know I am!*)

We could also say this... *"If you're anything like me, you HATE slicing tomatoes because it's slow and the slices come out all crooked"...* **finding common ground with your viewer is a great way to build and cultivate a relationship!**

Instead of saying, *"This camera eliminates 'red eye' automatically"* you can say, *"With this camera, I never have to worry about embarrassing red eye...and neither will you...the camera eliminates 'red eye' automatically"*.

OR...

*"This painting brings our otherwise boring living room to life. It's such a pleasure to look at and a great conversation piece when we have family or friends over. And we've had so many admiring comments from visitors too!...and so will you!"*

By putting the product features into PERSONAL & EMOTIONAL terms, you connect with your viewer *quickly*. LOOK through your product description text...anywhere you see the words "it", "this" or "the", try to replace them with the words "I", "you" and "your". **As well, try to convert third person references to 1<sup>st</sup> person.**

**For example, consider the statement....**

*"This guide shows the ways a person can make a personal connection with the viewer. It goes into easy to understand detail"*

**As compared to this...**

*"In your guide, I show you ways you can make a personal connection with your viewer. I go into easy to understand detail".*

See the difference?

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## How To Strongly Persuade Your Visitor By Echoing Their Beliefs

Before creating your listing, think about what people interested in your product would want. What would be their 'pet peeves'. What would they believe is important and of good value. Why are they collecting the particular item you are selling? What are their passions?

Then.... echo those beliefs and passions in your listings! By validating your visitors' pet peeves, opinions, beliefs, and passions you create a strong bond of likeability, credibility and *trustworthiness* that your competitors will lack!

This will translate into MORE sales even with *mediocre* copy!

For example, suppose I've found a supply "gun lock boxes" at a liquidation wholesaler and I decided to offer these on several eBay listings.

I should start by thinking about what people who buy gun lock boxes would "believe in". Well it would be pretty safe to conclude that anyone looking for a "gun lock box" would own a gun right?

What do most gun owners believe in? Well, most likely they believe in the Second Amendment!

### But what else?

It would ALSO be reasonable to expect that they believe in SAFETY, responsible gun ownership, protection of family, etc. Do they want the gun for protection? Or for sport shooting? (or both?)

ASIDE: You can **get definite answers to these questions** (rather than just guessing) by looking at feedback to competitor's listings, searching forums to see what people are saying/asking, or going to Amazon and reading product reviews. I'll go into more detail on this shortly, in a later section.

Now within my listings, I can make a personal connection with this crowd by echoing their beliefs.... Imagine a description that opens like this...

*"As a gun owner who enjoys frequenting my local gun range immensely and also believes in responsible storage of firearms in order to keep my family safe, I was*

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*extremely pleased to find this amazing gun lock box I'm offering here – I hate to part with this beauty but hope to find it a good home.”*

*“I'm offering here what I sincerely feel is the best value for YOUR hard earned dollars and with my satisfaction guarantee you can bid/buy with confidence.”*

**See how we've made a personal connection with our viewer by using common beliefs?** We BOTH enjoy guns, we BOTH believe in responsible and safe firearms storage, we BOTH believe in keeping our family safe, and we BOTH want to get the best value for our hard earned dollars. AND there is VALUE for the viewer UPFRONT with the “stated guarantee” (so they can buy the offered product with confidence).

Ahhhh yes you say, but Bart... what if I don't OWN a gun?...How do I make a personal connection then?

**No problem...try this...**

*“If you're a gun owner who enjoys frequenting your local gun range but also believes, like I do, in responsible storage of firearms and in keeping family members safe, you'll be extremely pleased to know I've investigated a wide assortment of high quality gun lock boxes and found that in terms of value for your dollar none compare to the quality, security, and durability of the one I'm offering here.*

*I hate to part with this baby but I hope to find it a good home and with my satisfaction guarantee you can put your mind at ease and bid/buy with confidence.”*

As you can see, in the second example, we echo and share our viewer's belief of responsible firearms storage and family safety even though we ourselves don't own a gun.

Notice ALSO how we haven't even begun talking about the specifics of the product, and yet already we have built trust, credibility, likability and DESIRABILITY!

Also in the examples we use the 1<sup>st</sup> person and words like “your”, “you”, and “I” wherever possible.

Here's another example of echoing your prospect's *beliefs*.

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*"If you believe like I do that rooms in a home should reflect your unique personality in a fun way, you're going to love this."*

**See how we've connected emotionally with our viewer in a personal way before they even know what the product is?**

In fact, the intro above could be the lead for many different products! (paintings, statuettes, table lamps, candle holders, pillows, curtains, etc. etc.).

## **How To Easily Differentiate Yourself From Your Competition:**

You can build even more "perceived value" for your visitor by differentiating yourself from your competition. You can easily do this in any number of ways (and it doesn't have to be expensive or complex either!).

For example, when you are offering a product, **find something that is 'missing' from all the other similar products out there and ADD it to yours!** OR, *find something your competition isn't doing* (or not saying), and DO IT or SAY IT!

In the gun lock box example above, you could say, *"I showed this gun safe to a police officer..he agreed that it was a great value for the following reasons..."* Imagine WHAT CREDIBILITY THAT WOULD GIVE YOUR LISTING (that the competition doesn't have)!

Interviews with experts (or excerpts from interviews) are always a good "extra" to include in your listings to build credibility and trustworthiness. Plus it's a fantastic yet easy (zero cost!) way to differentiate yourself from your competition.

You could interview the product manufacturer or experts in your niche who have used the product you are selling.

*If you are selling artwork, you could interview a critic or art expert.*

*If you are selling collectibles, you could interview an expert collector.*

Other ways to differentiate yourself is to give product care tips, buyer tips, assembly tips (if applicable), alternate uses tips, product cleaning tips, etc.

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Info like this, contained within your listing, provides up front value to your prospective bidders/buyers (that your competition lacks) while at the same time upping the desire for your product(s).

For example, suppose we have a listing offering a selection of fashionable woman's leather bags. If within our listing we include a blurb on how to easily *clean* these bags (so they stay looking like new!) we have just added tremendous perceived value to these bags AND hugely differentiated ourselves from any competition!

If we are selling a collectors' item and within our listing we educate our visitor on what to look for to be sure items of this type are genuine and truly valuable, we have not only ***increased our own trustworthiness*** in the eyes of our customer, but also ***caused the viewer to DISTRUST competitors!*** Double whammy!

Your imagination is the only limit on what types of "value added info" you can come up with and add to your listings.

### **Want another simple way to differentiate yourself and crush your competition?**

Offer exclusive bonuses related to your product! On eBay or Etsy, you can offer a bonus CD with virtually anything on it (valuable and related to your product) to make your overall offer unique, EXCLUSIVE, and extra valuable in your customers' eyes.

CD's cost just pennies, and add very little (often zero) cost to shipping and yet, presented right, can add tremendous perceived and actual value to all of your product offerings!

For example, if you are selling art, rare prints, rare books, vintage photos, collectable postcards, vintage posters, etc. you could scan digital copies onto a CD as digital images, or pdfs and include this FREE with your product!

(along with a digital catalog for repeat sales too!).

Other things you can put on a CD are "public domain" works (related to your product), or "how to" info for using the product, etc. etc.

If you are selling craft items, you can include a bunch of free "printable" patterns

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on CD. If you are selling anything “kitchen related” you can include a bulk pack of pdf recipe books (which you can get free with PLR rights searching online!).

You could even create a PDF on CD which is nothing more than a list of internet links to online resources or tutorials (both written and video) related to your product!

Again your imagination is the only limit!

**Speaking of BONUSSES, want a way to skyrocket your positive feedback and plummet your refund rates?**

Try including a thoughtful and valuable ***unannounced SURPRISE FREE bonus!***...a bonus you never even mentioned in your listing!

My wife and I used to sell collectable toys on Amazon's Marketplace. Whenever we sold a toy that took batteries, we would send a pack of batteries free..we NEVER mentioned “batteries included” in our listing... We would just sent them as a surprise thank you for purchasing... They were even the “cheap” batteries you get at the dollar store (so we'd make \$15 profit instead of \$16) but people would be so appreciative that we would get glowing testimonials and excellent feedback with near zero refunds!

What if along with a high end leather bag, you sent a tiny bottle of leather cleaner as a surprise?

Again, at the risk of repeating myself too many times, imagination is your only limit!

It need not take a lot of time, effort or money to do these things but yet they can make a huge positive difference in your response rates, feedback rates, and refund rates (as well as encourage repeat sales!).



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## How To Get Inside Your Visitors' Heads And Get Them To Do Anything You Want!

In order to create persuasive product offers or recommendations that your visitors will act on and BUY, (**plus** not refund, **plus** give you great feedback) you need to know what people in your niche are looking for. You want to identify their "hotspots" and emotional triggers.

This is easier to do than you do than you think!

To figure out your viewers' "hotspots" simply look at people's reviews and testimonials for similar products in your niche. To find out what info people in your niche are looking for, you can also peruse **forums**.

To do a forum search on Google, simply enter " '*your niche keyword name*' +*forum*" and Google's search results will return ONLY forums (in your niche).

Forums are a great place to get a feel for what people in your niche are looking for and what they VALUE in the products they buy.

Yahoo Answers can also let you know what people are asking in particular niches. Just select the appropriate category for your niche from the left hand side of the Yahoo Answers home page ( <http://answers.yahoo.com/> ) and search for questions being asked in your niche.

Other sources that can provide you with insight into what people in your niche are thinking and asking can come from Facebook fan pages and even more so from Facebook groups.

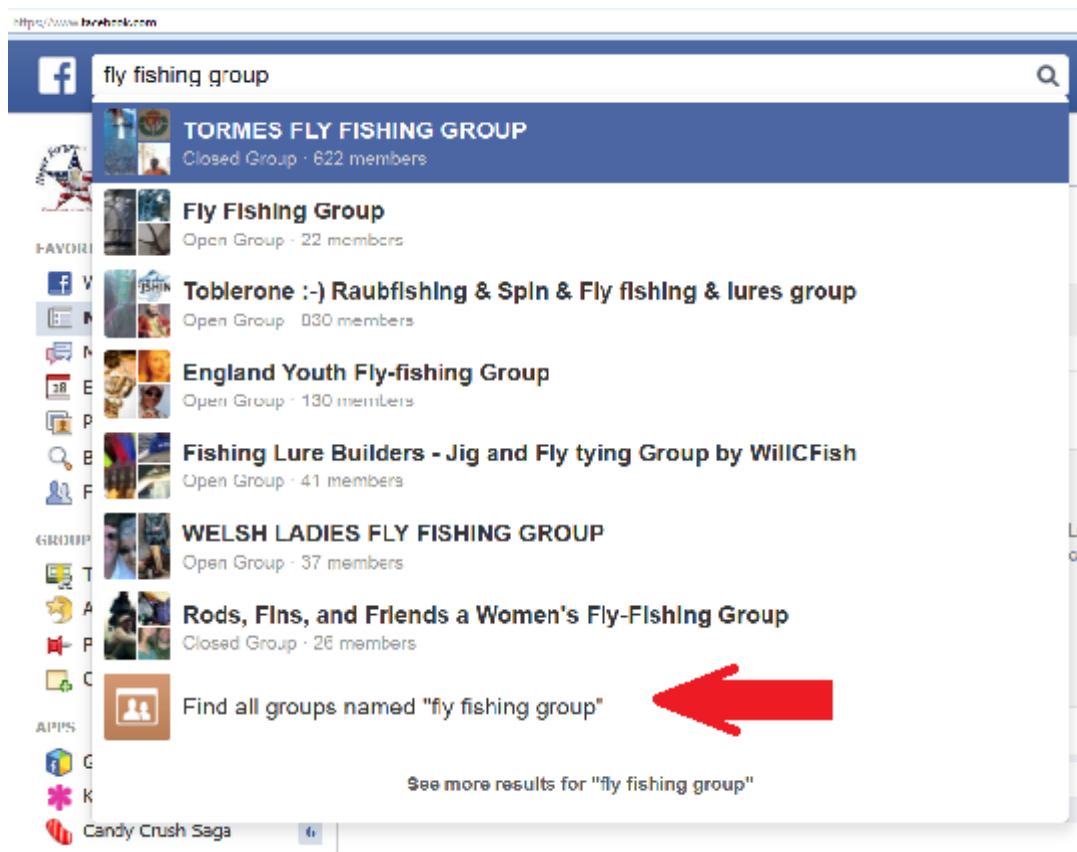
To find Facebook fan pages, simply enter your main niche keyword phrase into the Facebook search bar and scroll down to where it says, "find all pages named '*your keyword phrase*' " and click (*ref screenshot below*).

This will return a long list of Facebook fan pages in your niche!



Similarly to find Facebook GROUPS, simply enter your main niche keyword phrase into the Facebook search bar BUT ADD THE WORD “group” to the end. Scroll down to where it says, “find all groups named 'your keyword phrase' ” and click.

This will return a long list of Facebook Groups in your niche! (*ref screenshot on following page*).



## Add VIDEO To All Of Your Offers!

**This is a more recent but very powerful development.** Whenever possible, You should be using VIDEO in your product promotions! Why? Simple... videos produce a tremendous boost in both traffic AND conversions!

And with the free easy to use software available today, great looking videos are now super simple to make! (and you never have to show your face on camera, or even speak if you don't want to!).

**You can create videos with free software and the following steps:**

- 1) Use Powerpoint (or a free option is to use [Open Office Impress](#)) to create a slide presentation of your listing description including product pictures.
- 2) Download [Camstudio](#) a free screen recording software to turn your slide presentation into a video.

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- 3) Add audio (music or narration) to your video using [Audacity](#), a free audio recording and editing piece of software (you can get copyright free music [here](#)).

### **Here is a good outline for your videos that will differentiate you from the competition...**

1. Start by making a personal connection by introducing yourself (give your name) and by stating your 'vision' (see next section below).
2. Make your visitor feel comfortable by welcoming them, and build trust by telling them about your above average service/guarantee.
3. Let your visitor know that the product(s) they are buying is/are guaranteed to be as described, are meticulously inspected prior to shipment, and are packaged securely. Let them know what your return policy is.
4. Highlight the product's best benefits, remembering to target your visitor's emotional 'hotspots'.
5. ***End with a clear 'call to action'*** and thank them for trusting you as a seller. Reassure them that they won't be disappointed (and in fact will be thrilled) and again tell them that they are fully and completely protected by your 100% guarantee.

## **Lead With A VISION - Not Your Product**

The idea revealed here will breathe new life into ALL of your product promotions and listings and put you on a level way above your competitors.

Furthermore, you can use this excellent concept not only to greatly increase sales, but also to BRAND YOURSELF as a credible and trustworthy expert in any niche!

The concept in a nutshell is this. "Lead with your VISION, not with your product!" - don't worry, this is much easier to do than it sounds!

**NOTE:** If you're not sure what we mean by "vision", you can think of it as your USP (Unique Selling Position). In other words, what makes your product UNIQUE

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and BETTER than ALL the rest. Ironically, as we shall see, we convey this NOT by talking about the product itself but by sharing a VISION independent of the offer!

The further explanation and examples below will show you exactly what we mean by this and how you can easily make powerful use of this in all of your offers.

**The WRONG Way - Most companies (and most product offers) erroneously lead with their product(s) First.**

It usually goes something like this...

PRODUCT – *We sell hamburgers*

FEATURES & BENEFITS – *You can get a delicious meal fast and cheap while on the run and keep your kids happy and full while running errands.*

VISION – *We know families are very busy. We feel you should have a place where you and your family and children can quench yours and their hunger with a quick delicious meal while on the run, without breaking the bank.*

Would you buy a burger from such a company? Maybe. Would you buy toys and action figures from them? Drinking glasses? Probably not.

**BUT, companies that lead with their VISION trump their competition AND create a loyal base of customers that buy a hole range of (seemingly unrelated) products.**

Let's return to our McDonalds Restaurants example.

Their commercials often lead with something like “*You deserve a break today*”.

Notice they haven't even told you yet what their product even is! They are leading with their VISION. What McDonalds does is take the above sequence of 1) PRODUCT 2) FEATURES & BENEFITS 3) VISION, and REVERSE it to 1) VISION FIRST! 2) FEATURES & BENEFITS 3) PRODUCT LAST!

**Essentially McDonalds is saying,**

VISION FIRST - “*We know families are very busy and stressed out. We feel you should have a place where you and your family and children can take a break, have fun, and spend quality family time together. Oh and by the way, also*

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*quench yours and their thirst & hunger with a quick delicious meal while on the run, without breaking the bank".*

FEATURES & BENEFITS – *You can get a delicious meal fast and cheap while on the run and keep your kids happy and tummies full while running errands.*

PRODUCT – *Oh by the way, we sell hamburgers, toys, action figures, glasses and lots of other stuff you and your kids will enjoy.*

By putting their VISION FIRST they define their market and OPEN themselves to selling not just hamburgers but ANYTHING that fits with their vision of fun for families! Thus they can also sell toys, action figures, drinking glasses and more!

**For another real life example, consider this...** Would you buy a vacation cruise from a movie studio? Certainly not normally!! Most movie studios lead with their product...movies. Conventional marketing goes like this...

PRODUCT – *We make movies*

FEATURES & BENEFITS – *Our movies have lots of action, humor, and drama that you and your family can enjoy together.*

VISION – *We feel families should be able to entertain themselves in ways we couldn't when we were a kid!*

### **Nothing there about vacation cruises right?**

But there is one studio, Walt Disney, that was smarter... They led with their VISION, not their product.

VISION – *We feel families should be able to spend quality time together being entertained in ways we couldn't when we were a kid!*

FEATURES & BENEFITS – *We are in the entertainment industry. Our theme parks as well as our movies have lots of entertainment value for families including action, humor, and drama so that you and your family can enjoy fun activities together, spend quality time with each other, and create lasting good memories.*

(In FACT, Walt himself ingeniously went one step further and made a strong "personal connection" with his potential customers by sharing that, as a young

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father, he had no place “fun” to bring his little daughter to on Sundays, and that's why he created Disneyland!)

PRODUCT – *Oh by the way, we make movies, toys, clothes, have theme parks, offer world class golfing, restaurants, hotels, shops, and even offer vacation cruises.*

Do you KNOW ANYONE who has bought clothing from Lionsgate films? Not likely...But I'll BET you know people who have bought Disney clothes at some point or even bought them yourself!

SO, in summary, people don't buy the PRODUCTS you offer so much as, buy into what you believe...they buy into YOUR OWN VISION (particularly if your “vision” is in line with your viewers' beliefs!).

**So how do we apply this to our auction listings?** Easy...

- 1) You can deduce the product manufacturer's “vision” and lead with that.
- 2) Or if the manufacturer doesn't have a 'vision' per se OR if you create your OWN products, you can lead with YOUR vision.

For example, suppose we are listing a digital camera made by Samsony (fictitious name for illustration only). A typical “traditional” product listing might go something like this...

**TYPICAL “PRODUCT FIRST” REVIEW: (*the wrong way*)**

***Samsony XL30 digital SLR Camera For Sale:***

*The Samsony XL30 digital SLR camera offered here comes with a unique set of very convenient features that make taking excellent photos a snap.*

*Here are the detailed specs...blah blah blah*

*With this camera Samsony, you don't have to be a rocket scientist to take great, professional looking pictures.*

*Click on the Place Bid link above to lock in your chance of owning this great camera!*

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As it stands, this would be a pretty good listing. It introduces the product, covers the main features and benefits, and it has a solid call to action telling the viewer to bid.

BUT we can make it much much better by reversing the order and leading with the VISION FIRST and product last.

### **EXAMPLE 1 - "VISION FIRST" PRODUCT LISTING (USING THE "COMPANY'S VISION"):**

*With the Samsony XLR30 digital SLR camera, Samsony PROVES it is a company that believes one should not need to be a rocket scientist to take great, professional looking photos. I myself am technically challenged when it comes to cameras. I've always thought to myself, wouldn't it be heavenly if there were a camera that...**that's why I hate to part with this excellent camera!***

*(Description – specs, features and benefits blah blah blah)*

*With this unique set of very convenient features, the Samsony XL30 digital SLR you'll find taking excellent photos will be a snap.*

*Click on the Place Bid link above to lock in your chance of owning this great camera!*

Note that this is essentially the SAME offer! All we've done is reverse the order and led with the VISION FIRST and ended with the product LAST (we put the end at the beginning and the beginning at the end!). We still cover all the main features and benefits of the camera, and we have a solid call to action. The difference is we conclude with the PRODUCT, and LEAD with the "vision".

**RIGHT AWAY we make a PERSONAL connection with our viewer and give them a strong reason (they can easily relate to) to get the product *even BEFORE they know anything ABOUT the product!***

Now let's do the same review using OUR OWN PERSONAL VISION rather than a so called "company" vision. It's very simple to do! We simply state the "vision" in personal terms rather than in company terms.

### **EXAMPLE 2 - "VISION FIRST" REVIEW (YOUR VISION):**



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*Before owning the Samsony XLR30 digital SLR camera, I wondered if there was a camera out there that suited my "wish list" needs. I've always believed one should not need to be a rocket scientist to take great, professional looking photos. I myself am technically challenged when it comes to cameras. I've always thought to myself, wouldn't it be heavenly if there were a camera that...*

*(Description of features and benefits blah blah blah)*

*With this unique set of very convenient features, the Samsony XL30 digital SLR, you'll find taking excellent photos will be a snap.*

*Click on the Place Bid link above to lock in your chance of owning this great camera!*

Note that this is essentially the SAME review again. Here all we've done is state the 'vision' (1<sup>st</sup> paragraph) as our own. Notice how this is a great way to make a PERSONAL CONNECTION too? Even if someone DOESN'T consider themselves "technically challenged", they would still be greatly reassured by the fact that the camera is simple to operate!

Can you see that by leading with your OWN vision, you can make an instant personal connection to your visitor and also build your credibility too?

SO what if the camera you are reviewing/selling is NOT simple to use? In that case you need to go with a different "vision". Ask yourself, why would someone buy this camera in spite of its complexity? What KIND of people are buying this camera?

Your "vision" might end up being something like this...

*I'm tired of oversimplified "automated" cameras that don't allow ME full and precise control of the picture taking process!*

There's ALWAYS a vision...you just have to find it or define it yourself based on your product research and/or customer "hotspots" research.

Successful politicians use 'vision' ALL THE TIME. They don't come on TV and say, "I want to spend a trillion dollars we don't have to provide better health care"...they say, "I believe that Americans don't want to see ANY child suffer needlessly because mommy and daddy can't afford to pay a doctor bill". VISION

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FIRST.

Review your products NOT in terms of what the product features are, but rather in terms of what YOU (AND YOUR CUSTOMERS) BELIEVE IN.

Do you/they believe in...

Getting the best VALUE for your/their dollar?

Getting products that are intuitively easy to use?

Keeping your/their family healthy?

Providing safety, nutrition, enjoyment for your/their family?

Making life fun?

Indulging yourself/themselves?

Etc.

You can even lead with a vision when promoting MULTIPLE PRODUCTS.

Suppose we are promoting a line of Jewelry on eBay. We could say...

*"As one who loves to accessorize with jewelry, I've always felt that one should be able to look chic & fashionable without breaking the bank".*

Now we are in a position to sell ANY piece of jewelry in our line!

## **SECTION II - Effective Copy Writing Made Simple**

If you have trouble writing persuasive 'copy' for your eBay/Etsy product promotions, you are not alone! However, writing good copy that converts well need not be at all complicated.

With the simple ideas outlined below, you will be writing highly persuasive copy in no time!

**Here we go!**

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## Features Versus Benefits

Let's start with features & benefits. In order to write persuasively, we need to understand the difference between product "features" and product "benefits". Your auction and 'buy it now' listings need to contain BOTH hand in hand.

Simply put, a "feature" is something about the product...it is a "what". For example, a cordless drill "feature" might be that it is a "variable speed" drill.

A "benefit" is the advantage the feature provides. It tells WHY the feature is good. "Variable speed" allows you the BENEFIT of being able to control the hole position and depth much more easily and drill much more precisely.

**For an example of a 'feature' versus a 'benefit', look at the title to this report...**

***Anatomy Of An Irresistible Ebay/Etsy Offer:  
How To Turn Your Skeptical Viewers Into  
Avid Bidders & Repeat Buyers!***

**The 1<sup>st</sup> line of the title is the FEATURE...** It tells you WHAT this report is – Namely, it will allow you to write irresistible Ebay/Etsy offers.

**The 2<sup>nd</sup>/3<sup>rd</sup> lines are the BENEFIT...** Explaining WHY the feature is good – It will turn your skeptical viewers into avid bidders and repeat buyers!

Within your product promotions you will undoubtedly be listing product features but remember to always couple those features with BENEFITS BENEFITS and more BENEFITS.

The more BENEFITS you list, the higher will be the perceived value of your product(s).

You will have a good idea of what benefits your viewers value by knowing their hotspots which we talked about earlier.

Remember also that people buy on EMOTION. So your benefits should be packed with emotion!

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*That camera doesn't just prevent "red eye"...it prevents the embarrassment of red eye.*

*That fish depth finder doesn't just catch you plenty of the biggest fish, it makes you the envy of every other fisherman.*

*That piece of art doesn't just look beautiful, it warms your heart and gains you the admiration of friends.*

*Collectables aren't just displayed, they take you to your childhood, or to imaginary worlds.*

***Remember that although people will use logic to "rationalize" their purchases, they buy on emotion!***

Finally, always remember **WIIFM**. That stands for "What's in it for me" and that is the question your customer will always ask! ANSWER that question with benefits, benefits, benefits!

## **Use Plenty Of Pictures & Graphics**

They say a picture is worth a thousand words but with eBay & Etsy listings, pictures are worth a thousand dollars! Human beings are visual by nature. Photo's trigger our EMOTIONS and, as said, it's EMOTION that triggers BUYING. Nice photos break up boring print, create excitement, AND produce a very professional look too. Even videos that are nothing but a glorified Powerpoint presentations are brought to life with a few photos interjected!

Photos can be of the product itself, or of the product being used, or they can be diagrams labeling the "parts" of the product or labeling different FEATURES of the product. Photos can also show the product from different angles and/or show the product being "used" in different ways or in different settings.

You can take your own photos, and/or get photo's by using Google's advanced image search [http://www.google.com/advanced\\_image\\_search](http://www.google.com/advanced_image_search) (or you can just Google "Google advanced image search"). Within the Google advanced image search tool, scroll down to where it says "usage rights" and use the drop down menu to select "free to use, share, or modify, even commercially".

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ALTERNATELY, you can just go to Google, click on "images" and enter your search term(s) plus the words "commons license". This will return images that you can use free without copyright infringement although in some cases you'll be required to acknowledge the source of the photo(s).

If you wish to MODIFY your photos, you can easily do so using free tools such as PAINT or GIMP. There are TONS of great online 'beginners' tutorials for these software programs too (you'll only need the basics).

Here's a good TIP that can save you a ton of money (in eBay listing fees) and also save you headaches too. Instead of uploading your photos to your eBay listings directly, you can host them remotely. This saves you the extra fees charged for extra photos in your listings AND it's also easier to manage your photos too. **Here's how to host your images free (it's simple to do)...**

- 1) Go to [Photobucket.com](http://Photobucket.com) and sign up for a free account.
- 2) Upload your photos (It's easy - they have a "browse for photo" option, a "drag & drop" option and a "bulk upload" option)
- 3) Get your links to the photos (the website has full instructions)
- 4) Copy the image code (links) that Photobucket provides you and Paste the links into the html code for your listing and wholla! Instant photorama!

## Calls To Action

Always always ALWAYS include multiple 'calls to action' in your listings! ***Don't assume people will just click, buy, or bid.*** Remember that the ONLY WAY you make money is for your visitor to click on your BUY button or Place Bid button so don't be afraid to ask them directly to do this.

Multiple calls to action usually work best with a 'soft' call to action early in the listing description with stronger calls to action placed towards the end of the listing.

Another tip is to cite both a benefit (of clicking on the bid or buy button) and a consequence (of not clicking). For example... "*click now while the price is low*" (benefit), "*don't be kicking yourself later because you missed out*" (consequence).

"*click now and get free shipping!*" (benefit). "*only one available – Once it's gone, it's gone*" (consequence).

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## Create Highly Persuasive Headlines/Titles & Insert A Hook!

In any promotion, lots of titles (headlines) are good. You will always have a main title, but it's also good to use additional subtitles within the body of your promotion too. ***There are at least two important reasons to do this...***

- 1) Subtitles (headlines within the body of the product description) create "white space" breaking up long text into bite sized pieces encouraging the visitor to keep reading your listing.
- 2) Catchy subtitles can also serve to keep your viewer engaged and interested. Subtitles can slow down "skim readers" and cause them to stop and read the body of your description more slowly.

**For example, what looks and reads better?...**

### ***Oakley Sunglasses Special***

*blah blah blah blah blah blah blah blah blah blah blah  
blah blah blah blah blah blah blah blah blah blah blah  
blah blah blah blah blah blah blah blah blah blah blah  
blah blah blah blah blah blah blah blah blah blah blah  
blah blah blah blah blah blah blah blah blah blah blah  
blah blah blah blah blah blah blah blah blah blah blah  
blah blah blah blah blah blah blah blah blah blah blah*

*blah blah blah blah blah blah blah blah blah blah blah  
blah blah blah blah blah blah blah blah blah blah blah  
blah blah blah blah blah blah blah blah blah blah blah  
blah blah blah blah blah blah blah blah blah blah blah*

*blah blah blah blah blah blah blah blah blah blah blah  
blah blah blah blah blah blah blah blah blah blah blah  
blah blah blah blah blah blah blah blah blah blah blah  
blah blah blah blah blah blah blah blah blah blah b*

*blah blah blah blah blah blah blah blah blah blah blah  
blah blah blah blah blah blah blah blah blah blah blah*

**OR....**

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**Latest New Line!**  
**Oakley Sunglasses Up To 80% Off**  
**Limited Time Special!**

**Get The Best Value For Your Dollar**

*blah blah blah blah blah blah blah blah blah blah  
blah blah blah blah blah blah blah blah blah b  
blah blah blah blah blah blah blah blah blah blah  
blah blah blah blah blah blah blah blah blah*

**Get Great Fashion PLUS Eye Protection Too?**

*blah blah blah blah blah blah blah blah blah  
blah blah blah blah blah blah blah blah  
blah blah blah blah blah blah blah blah  
blah blah blah blah blah blah blah blah b*

**These Are Real Oakleys - NOT Cheap Knock Offs**

*blah blah blah blah blah blah blah blah blah  
blah blah blah blah blah blah blah blah b  
blah blah blah blah blah blah blah blah  
blah blah blah blah blah blah blah blah*

**Easy To Care For And Keep Looking Like NEW**

*blah blah blah blah blah blah blah blah blah....*

In the 2<sup>nd</sup> example we see how subtitles make the text much more inviting for the reader and the extra white space added creates a more pleasant look (also don't forget to mix in some photos!).

Also in the 2<sup>nd</sup> example, we also see how the addition of a pre-headline and a sub-headline to the main headline can attract further attention and build more value. All three of these lines encourage our reader to ...well..READ!

Even though your listing has a title, there's nothing wrong with inserting a Pre-headline/main headline/sub-headline at the top of your product description.

A good rule of thumb for remembering the difference between pre-headlines, main headlines and sub-headlines is to remember that, generally speaking, the MAIN HEADLINE contains the major or leading benefit of the product offered in the listing. It's a good idea to spend as long a time creating the headline as you do for the entire rest of the listing as it is the headline that draws the reader into the rest of your product description.

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Write many headlines and then pick the best one to serve as your main headline. Consider using the other headlines as additional subtitles within the body of your promotion (to pile on additional product benefits).

You can also use a headline/sub-headline as a “feature” followed by a “benefit”.

Meanwhile, your additional subtitles within the promo body act as “periodic attention getters” that re-activate the reader's interest, keep them engaged, and draw them (repeatedly) into the text!

**It's also good to use an enticing HOOK in your main title** (all titles if you can!). In the case above, it was an up to 80% discount. We could also use one of the following title hooks...

***Oakley Sunglasses New Line In - Free Shipping***

***Oakley Sunglasses New Line In - Avoid Counterfeit Ripoffs***

***Oakley Sunglasses New Line In + Free Eye Care BONUS***

etc.

On the other hand, just as a main headline draws the reader into the text, the pre-headline should draw the reader into the main headline.

One of my favorite styles of pre-headlines is the “warning” type.

*Warning: Don't Be Fooled By Imitations*

*Warning: Don't Buy Another [product name] Until You See This*

*Warning: What Your Vet Isn't Telling You*

*Warning: Don't Fall For Other Offers Of Inferior Quality*

Etc.

Here's another headline tip. The more SPECIFIC the headline/title the better. For example, look at the following “headlines”

*“How To Make Money”*

*“How To Make Money Online”*

*“How To Make \$200 A Day Online”*

*“How To Make \$235.85 A Day On eBay Selling Items You Can Find For A Quarter”*



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The last line is pretty specific. It's also the one that has the highest chance of getting read because the title tells the reader exactly what they are going to get and exactly what the benefit to them is!

Specific headlines also tightly target your audience. A more specific headline draws in people with specific interests who might otherwise pass up reading your sales offer. For example, "How To Make \$200 A Day Online"... I see a gazillion ads like this everyday. I'm sure you do too. I pass them up. BUT...  
**How To Make \$235.85 A Day On eBay Selling Items You Can Find For A Quarter**

That's a very SPECIFIC headline that I don't see everyday and I would be very curious to find out more... What items? Only 25 cents? Sells on Ebay?

Always go for specific titles/headlines over general ones. Consider...

*"Oakley Sunglasses"*

*"Oakley Sunglasses GasCan"*

*"Oakley Sunglasses GasCan Black/Ice Iridium Polarized 60mm Lens"*

*"Oakley Sunglasses GasCan Black/Ice Iridium Polarized 60mm Lens – Free Shipping"*

Again, the last title tells the reader exactly what they are going to get and gives a benefit (free shipping). If the glasses were NEW you could replace "free shipping" at the end with "New" at the beginning. Chances are the last title will be found by many more people because it contains many more search terms people may be looking for!

...And if my count is correct, all the above titles are within the 80 characters or less eBay allows for listing titles.

Etsy allows even longer titles of 140 characters (at the time of this writing) which allows for even more specific descriptive titles!

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## Keep A Swipe File

A swipe file is simply a file of good lines to use in sales copy. When you come across other people's (successful) listings or even across Amazon sales pages, copy and paste the parts of the product description that grab you or inspire excitement in you or cause you to crave the product.

Before you list on eBay/Etsy, look for other successful listings in your niche and swipe their best lines. ***We never want to plagiarize someone's copy***, but we do want to take the best of the best and rework it into our own original copy.

Keep a swipe file of headlines. Often a headline in a completely different niche can be adapted for your own niche.

Keep a swipe file of power words and phrases that trigger emotions.

Keep a swipe file of whole sales letters too!

## Write Your Copy BEFORE You Create Your Product

If you make your own products to sell on eBay/Etsy, something that works well for producing very persuasive copy is to actually write it before you create your product. Unencumbered by the limitations of a 'real' product, you can then create the copy that describes your ultimate "dream" product.

Once the copy is done, go and create a product that lives up to it's copy!

The result is both better copy AND a better end product!

This applies to BONUSES you create too! For example, If you are going to create a bonus CD to go with a product, create your description of the bonus BEFORE creating your CD. Chances are you'll end up with a killer bonus that is way better than your original idea!

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## **Increase Perceived Value Compare 'Apples To Oranges'**

Remember that everything in your copy is aimed at creating (and increasing) “perceived value” for your product. Features with lots of powerful benefits increase perceived value. Testimonials increase perceived value. A strong guarantee increases perceived value, etc.

**One of the most powerful ways to increase perceived value is to stop comparing “apples to apples” and *start* comparing “apples to oranges”!**

What do we mean by this? Simple... Suppose your product is a self help ebook (on CD). Instead of comparing it to other similar ebooks in your niche and showing why yours is better (comparing apples to apples), compare it to seminars in the niche that people paid hundreds or even thousands of dollars for (apples to oranges).

What has more “value” in your mind? A book that is shown to be better than another \$49 book? Or a book that teaches you everything covered in a \$3,500.00 seminar? Get the idea?

Other ways of comparing “apples to oranges” can include citing the number of years “experience” it took you to “learn” everything revealed in the book (which your readers can now gain in a few hours of study) OR the copy could cite that in order to learn what's in the \$49 book, the author had to spend over \$5,297 in other products, or spend 5,297 hours finding the resources revealed in the book, etc.

If you are promoting a tool, a piece of software, or even a kitchen appliance, instead of comparing it to similar competing brands (apples to apples), compare it to the TIME and/or MONEY it will save the user!

For example, you could say *“With this cover creation software I can create stunning and professional looking ecovers in minutes instead of hours! I have SAVED OVER THREE HUNDRED DOLLARS (and counting) not having to outsource this!”* (apples to oranges).

Instead of saying, “this home food processor slices faster than other home food processors” (apples to apples) you can say, *“With this new food processor, I'm slicing and dicing faster than a sous chef and my meals look & taste better than 5 star restaurant meals!”* (apples to oranges).

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If you are promoting collectables, instead of citing the rarity of the collectable (or in addition to citing this), you can cite the even more rare "source" of the collectables and tell a story about how hard it was for you to find this.

If you are promoting art, you could say something like, *"100 years ago, only the very rich had beautiful art pieces hanging from their mansion walls – But today, virtually everyone can enjoy the beauty and warmth of great art pieces placed in every room of their home"* (apples to oranges).

**Another place where you should be comparing apples to oranges is in the price of your product.** *"For the price of less than dinner for two at McDonalds plus a movie, you can enjoy this wonderful product for years!"* (apples to oranges).

*"This home workout DVD costs just a fraction of what a gym membership would cost and it will give you better quicker results to boot!"* (apples to oranges).

## Have A Strong Guarantee

Always have a guarantee and make it a powerful one. State it explicitly. And remember, the "guarantee" is a "feature"...the benefit is it **removes all risk from the buyer**...state this!

Instead of saying, *"I have a 60 day guarantee"*, say something like this...

*"I am so confident you will be thrilled with this product, that I'm going to do something very special for you – I'm going to remove all risk from you and put it all on ME and ME ALONE! I'm going to give you this Iron Clad "No Questions Asked" Full Protection Guarantee.*

*Take a FULL ~~30~~ days **60 days** to look over and enjoy this product. If for any reason you are not absolutely thrilled with your purchase, I will refund you in full (including shipping!) so you are not out 1 single penny!"*

See how we turn a simple guarantee into something of VALUE? Of course YOUR guarantee may vary, but you can still state it in terms that "build value".

**Always remember that it's not what you give in your guarantee so much as how special you make your customers feel when you give it!**

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Here's a guarantee statement I used from one of my own recent promotions...

*My refund policy is super simple: I take all the risk. You have a FULL 60 days to use and review this course. If, for any reason, you are not fully satisfied and in fact, completely thrilled with the exciting info contained within this WSO, you get a FULL 100% no questions asked refund.*

*Your happiness is worth much more to me than a few dollars, so I'm more than happy to honor this guarantee. I'm that confident you'll love this course!*

...And it's a guarantee I fully honor! Remember, remove risk, build value.

## **Create Urgency/Scarcity**

Ever wonder why you see so many “dime sales” these days? (i.e. a “dimesale” is one where the product price continuously climbs every so many sales). It's because it creates “urgency”!

Your copy needs to light a fire under the butts of your viewers so they buy NOW! (not later). We do this by creating scarcity and urgency.

### ***Examples of creating “scarcity” can include...***

*Limited Edition - Only 100 will be sold! Once they are gone they are gone.  
Get yours today while they are in stock – I'm not sure we can ever get more!  
Collector Item – stock very limited!  
Etc.*

Examples of creating “urgency” can include...

*Price goes up in 3 days.  
Early bird special bonus for first 100 buyers only.  
Get this before your competition does!*

Etc.

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## Have A Strong Opening Paragraph

In any 'copy' you want to (need to!) draw your reader in. The pre-headline draws your viewer into the main and sub headlines. And those headlines in turn draw the viewer into your 1<sup>st</sup> paragraph. ***That 1<sup>st</sup> paragraph is very important. It must draw your reader into the rest of your listing offer!***

Just as your main headline *must* contain your most powerful benefit, your 1<sup>st</sup> paragraph must convey a strong benefit too (usually expanding on and reinforcing the benefit stated in your main headline). It's purpose is to hit on the main emotional trigger of your viewer and draw them into reading your listing further.

This 1<sup>st</sup> paragraph is also where you need to make your personal connection to your viewer and provide your vision. It behooves you to spend a good amount of time on your opening paragraph.

A general rule of thumb is you should spend as much time on your opening paragraph as you do on the entire rest of your description body and you should spend as long on your main headline as you do on your opening paragraph and rest of text body combined.

## 3 Things You Must Have – Testimonials, Testimonials, and More Testimonials!

A persuasive copy piece must have exciting testimonials. The more the better! You can never have “too many” testimonials!

You can get testimonials by...

- Asking your past customers for them (you might even offer them a gift for doing so)
- Giving out a limited number of your product free in exchange for honest testimonials
- Copying and pasting positive customer feedback / comments from past sales

***The only thing better than blowing your own horn is having other people blowing it for you!***

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## List The Consequences Of Not Buying Your Product!

In addition to listing the “benefits” of buying your product, list the consequences of not buying your product too!

*“You will continue to struggle to make money”*

*“You will remain single”*

*“You will kick yourself every time you look at that blank wall”*

*“You won't be able to retire”*

*“You will forever look at that big hole in your collection”*

*“You will regret passing on this offer every time you slice a tomato”*

*“You will continue to take bad pictures”*

*“Your competition will leapfrog ahead of you”*

*“Your family will be unprotected”*

A good way to make clear the “consequences” of not buying your product is to **convert the consequences into questions**. This is quite effective because “personalizes” the the consequence.

*“ Do you want to continue struggling to making money?”*

*“Do you want to continue to remain single?”*

*“Do you want to be kicking yourself every time you look at that blank wall?”*

Etc.

## Always Have A “PS”

This is often overlooked but in any copy, your PS is second in importance to only your headline! Even if your reader skips the entire body of your copy, statistics show that readers will STILL READ A “PS”! This is a great place for you to restate your best benefit, biggest consequence, best bonus or no risk guarantee!

It's also a great spot to reinforce “scarcity” or “urgency”!

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## Write for Skimmers

There are TWO kinds of readers that will be perusing your listings. “Detail” readers (those who read everything) and “skimmers” (those who just scan your listing). **We want to write for BOTH kinds of readers!**

One way of getting 'skim readers' to slow down, as was discussed earlier, is to have subtitles/sub-headlines throughout the body of your text to **continually “grab the reader's attention”** and get them to re-engage.

Another way to communicate maximum information to a skim reader is to **use 'bullet points'**. Bullet points break up long print. They also create “white space” and eliminate a lot of superfluous words that skim readers hate.

That said, here's a KEY way we can tailor our copy to skim readers and detail readers alike. What we do is make use of periodic “highlighting” or “bolding” of parts of the text within the body of our listing. We **don't want to overdo it** but a little bolding of key benefits can have a strong positive effect on our conversion rates.

What we want to do is bold or highlight some of the most attractive “benefits” contained within our text copy (just as I bolded key points in the above text!).

Bolded or highlighted text acts much like “mini subtitles” inviting the reader to “engage” in reading the rest of the text!

**For example, consider the following 'copy'...**

### Canon EOS Rebel T3 Digital SLR Camera w/18-55mm Lens 16GB Full Kit

Capture all your special moments with the Canon EOS Rebel T3/1100D DSLR camera and cherish the memories over and over again. With 12.2 MP CMOS sensor and DIGIC 4 image processor, this DSLR camera lets you take smooth, detailed, and high-quality images. The 2.7-inch monitor on this Canon 12.2 MP camera makes it easy to view photos, read menu, and compose shots. With a high ISO sensitivity (up to 6,400), the Canon EOS Rebel T3/1100D captures clear photos even in low-light conditions. Plus, the 720p HD movie recording with manual exposure control makes this Canon 12.2 MP camera a good choice for professional photographers. All things considered, this Canon 12.2 MP camera, with an EF-S IS II 18-55 mm lens, aims to be a great travel companion.

**As compared to this...**



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## Canon EOS Rebel T3 Digital SLR Camera w/18-55mm Lens 16GB Full Kit

**Capture all your special moments** with the **Canon EOS Rebel T3/1100D** DSLR camera and cherish the memories over and over again. With 12.2 MP CMOS sensor and DIGIC 4 image processor, this DSLR camera **lets you take smooth, detailed, and high-quality images**. The 2.7-inch monitor on this Canon 12.2 MP camera makes it easy to view photos, read menu, and compose shots. With a high ISO sensitivity (up to 6,400) the Canon EOS Rebel T3/1100D **captures clear photos even in low-light** conditions. Plus, the 720p HD movie recording with manual exposure control makes this Canon 12.2 MP camera a **good choice for professional photographers**. All things considered, this Canon 12.2 MP camera, with an EF-S IS II 18-55 mm lens, aims to be a **great travel companion**.

See how, in the second example, the “skim reader's” eye is drawn naturally to the key benefits of this camera?

The skim reader sees...

**Capture all your special moments**

**Canon EOS Rebel T3**

**lets you take smooth, detailed, and high-quality images**

**captures clear photos even in low-light**

**good choice for professional photographers**

**great travel companion**

We can do the same thing with bullet points!

## Consider this....

Logitech B530 USB Headset

- Laser-tuned drivers with minimum distortion for crystal clear conversations
- Noise-canceling unidirectional microphone reduces background noise
- Optimized for Microsoft Lync 2010 so your can capitalize on teleconferencing and unified communications
- Padded headband & ear cups with built-in equalizer
- This business product ships in brown box with no retail packaging

## Versus this....

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Logitech B530 USB Headset

- **Laser-tuned drivers** with minimum distortion for **crystal clear conversations**
- Noise-canceling unidirectional microphone **reduces background noise**
- **Optimized for Microsoft Lync 2010** so your can capitalize on teleconferencing and unified communications
- **Padded headband & ear cups** with **built-in equalizer**
- This business product ships in brown box with no retail packaging

Again, bolded or highlighted text (used sparingly), can draw attention to the most important and best benefits of your product.

## Don't Assume Your Customer Knows Anything

Some decades back, a small beer brewery made beer. They were a tiny brewery with a largely unknown brand name. They didn't produce a particularly special beer...just an average everyday beer. Yet, today, they are a famous top brand! You know them as "**Coors Beer**"!

As the story goes, one day an advertising agent was trying to hash out a TV ad 'campaign' for this tiny unknown company. He asked, "**How do you make your beer?**". He listened carefully, and then some days later returned to pitch the TV ad campaign he'd come up with.

The ad started out explaining how at "Coors Beer" they use only the finest purist spring water, quality hops and barley, etc.. The commercial went on to say, "Our cookers are precisely temperature and pressure controlled..." etc. etc.

The company owners were unimpressed..they replied, "but EVERY brewery does that". However, the ad man stood his ground. "**But your CUSTOMERS DON'T KNOW THAT!!!**" The commercials ran and Coors was transformed into a major brand virtually overnight!

The point is, don't assume your customer knows all of what you do to ensure a great quality product..TELL THEM!!

Don't just say, this art piece comes in a matte frame...tell them about how you carefully execute each step to ensure a top quality matte! Don't just tell them that the product is "shipped withing 48 hours of order placement". Tell them it's

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packaged in a secure layer of bubble wrap encased in foam within a durable heavy duty manilla sized double taped envelope!

Don't just tell your listing viewers that your *used* or *collectable* product is in pristine condition. Tell them that each 'piece' is also painstakingly inspected prior to shipment to ensure top quality!

Etc. etc.

The above things are probably done by virtually every eBay seller but YOU'LL be the only one TELLING your customers!

## Tell A Good Story

Did you notice how in the previous section I started off with a story? (...true story by the way). ***Often telling an interesting story can 'draw your reader in' and also drive a key point (or benefit!) home.***

For example, instead of just stating your guarantee, you might tell the story of how your great grandfather was a woodsmith and how he took such great care of his customers, and how in this day and age that's been lost. That's what inspired you to not only go to such great lengths to ensure top quality and provide the best service possible but also drove you to offer such a comprehensive "no risk" guarantee.

A good story can also trigger the emotions that are so important to motivating buying.

For example, Instead of just saying, "this book will show you how to make MORE money on eBay and Etsy", I could recount the story of when I suddenly and unexpectedly lost my corporate job due to "restructuring". (again a true story).

When I walked in the house "early", my wife knew something was wrong. As I told her the bad news, I could see her fighting back the tears welling in her eyes. Her voice trembling, she asked me how we would pay our rent... How we would make our car payment... How we would manage to get groceries... The tragic thing was, I didn't have any answers for her... ***I vowed to myself then and there that I would NEVER become dependent on a "job" again.***

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***I also don't want anyone else to go through that pain. That's why I created this guide.***

If you are selling a collectable, you could bring that collectable to life by telling a story of the time period from which it came and how people of that era lived.

Try to think of an emotional story that you can tie into your product offering. It gets your buyer(s) emotionally invested in your copy, in your product, and in YOU.

## Summary - Parts Of A Good “Copy” Piece

In summarizing, we see that a good piece of copy has the following components...

**Pre-Headline, Headline, Sub Headline** - Draws reader in and states the main benefit of the product.

**Opening Paragraph** – Expands on the main benefit and draws the reader into the rest of the copy.

**The Body** – Reveals additional features coupled with benefits, benefits and more benefits. We try to include emotional triggers within our text, or better yet, include a story that causes the reader to emotionally invest in our offering (we also include “consequences” of not getting our product).

**Additional Headlines Within The Body** – Creates “white space” for a more pleasant look and easier read PLUS continually gets the reader “re-engaged” into the body text. **Bolded or highlighted text** (used sparingly) can get “skim readers” to slow down and “engage” in the text.

**A Great Looking Opening Image (& Lots Of Additional Images)** – Taps into the emotional triggers of the reader and creates a visual representation of the product.

**Testimonials** – Don't forget this component! It's very powerful!

**Strong Guarantee** – Removes all the risk for your buyer.

**Call(s) To Action** – Don't assume readers will click. TELL THEM exactly what to

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do. Always have repeated calls to action! Say things like...

*"Don't lose your chance at this great product! Click The PLACE BID button now!"*

*"Click the BUY NOW button to lock in your special price!"*

*"Click Here Now For Complete Info"*

Etc.

Don't forget to create "urgency" and "scarcity" and tell your customer  
EVERYTHING you do to ensure a great quality product and great service!

All the best!

Bart