

# Copywriting Crackdown - Sales Page Skills for the New Marketer

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# The Importance of Great Sales Copywriting

So, you've created a great new product but how do you tell the world about it. Amazing, but telling the world about it and getting them to actually listen can be the hardest part of the entire process. If you do not launch your product properly with great marketing, all your hard work will be for naught. You need to create the perfect sales pitch to get long term sales and to do that you need to write great sales pages.

Writing good sales copy for your products is super important. Sure you can outsource it to copywriters but that can be expensive and will not always convey 100 percent what you are looking for. Learning the skills on how to write great sales copy will be an invaluable skill that will give you an advantage in launching your new products.

Not only will your website have a great impact that will easily convert leads to sales but you will also be able to create excellent sales copy to email to affiliate programs and to create a great affiliate page. You will need your own sales page in a website form to really sell your product, then subsequently you will need an affiliate page to get your product being sold on other people's websites. You need to market your product to your customers and to affiliate programs who will promote your product further and grow your customer base.

Most people think when they have a new product they can blast it out to their current mailing list. And while this can be a great way to promote your new product and generate conversions quickly, it does not provide for long term sales leads. You need to be thinking in the longer term and the way to generate a long term marketing plan is to be creative and create a page with great sales copy that will do all the work for you. This form of marketing will give you the maximum impact and promotion for your product.

Once your sales page is up you can leave it there to do all the heavy lifting for you. You will be able to see what is working and what is maybe not working for you and tweak it so that in the future all you do is sit back and watch as your product sells. Do not be afraid if you are new to sales copywriting. In this eBook you will learn the 12 steps to help you write killer sales copy to better convert all leads into sales.

- ***What Exactly Is Sales Copywriting?***

You keep hearing the words sales copywriting, but what exactly is it? Sales copywriting is the persuasive texts that will have your readers take a specific intended action. Being able to write good sales copy will mean your readers will do exactly what you want them to without them realizing they were persuaded to do so.

Any aspect of good sales copy includes being engaging, clear, concise, honest and persuasive without being pushy and aggressive. Today's readers are easily able to call out insincere sales pitches and products. Any time the reader feels duped by a company they will forever keep it in the back of their mind on a no-buy list.

Sales copy needs to be genuine and seem like you are helping the customer fulfill a need without any sleazy sales talk. You want to engage your customers as if you were having an

honest conversation with them about a great new product you found and how it will improve their lives. You need to be subtle without being aggressive. You want to suggest actions to your readers rather than tell them what to do. It needs to seem like it was their idea to purchase your product, not because you told them to do so.

The customer is always the focus of the sales copy, no matter what. It should always be written in the second person only using “you” and never “I” or “we”. This will make the reader feel like you are talking directly to them. When you talk about the product, do not just talk about the features of the product, talk about how those features will improve the life of the reader. This is a very important component of writing sales copy.

- ***Why Do You Need To Learn To Be A Good Sales Copywriter?***

This skill of being able to influence your readers without them realizing will be your greatest marketing tool. This is why good sales copywriting is extremely important and can be a difficult skill to master. Being pushy and aggressive will turn your readers away. Being obviously manipulative will push your readers away. Being dishonest will have your readers blacklist you. So you need to master the skill of being persuasive without being obvious about it.

You have your great new product and you want the world to know about it. Not only do you want your readers to buy the product but you will also want them to sign up for your mailing list. Having the write sales copy will have your readers doing both. You want to turn them into long term loyal customers so that when you launch your next product you already have their contact information from the mailing list.

Try to think like the customer when creating your sales page. What kind of information do you want to get on a sales page and how much do you want to know. How would you go about researching and purchasing any new product? It is likely that your customers will go through the same steps. You need to highlight how your product will benefit their daily lives. What do they get from it? How will it help them? The need a good reason to hand over their hard earned money to you.

You need to have great sales copywriting skills because it will sell your product. You will eliminate any hesitations your customers have about buying your product. You will convince them it is something they need in their everyday life because it will save them money, provide enjoyment, or somehow benefit them if they didn't buy your product. You need to have confidence in your product and that should shine through in your sales page.

## 12 Steps to Creating Great Online Sales Copy

Now that you know what sales copywriting is and why it is an important skill for anyone to learn, whether you are new to sales copywriting or need to up your game, here are 12 important steps to follow to create the best online sales copy. You have your product and you need to promote it. Try to keep your sales page to one amazing product. By focusing on one product you can really engage with your reader and have them concentrate on the greatness of that product.

### Step 1: The Killer Headline

A customer has landed on your sales page through whatever means. The first thing they will see is your headline. This headline needs to be amazing and get the reader's attention enough so that they will not leave your site immediately. Having a great headline can greatly reduce your bounce rate and increase their time on your page.

Your killer headline needs to be direct and to the point. You need to reveal just enough so that the reader is enticed to read on. You have such a short amount of time to capture your reader and your headline will make or break whether they stay on your sales page or continue onto something else.

The headline is where you should pull out your power words. You need to command and captivate your audience. Focus your headline on the reader, make it talk directly to them. Be vivid and tell them exactly what it will be like to use your product or how it will benefit them. Use action words such as, find, discover, get, learn, top and join. Words such as these encourage and guide your readers to want to learn more about the product.

For example, see how the following headline evolves from being bad to killer with the addition of a few power words. Now this is a generalized example and your headline should be more unique and concisely related to your products best features.

- Bad: Product X Will Save Your Day
- Okay: Learn Why Product X Will Improve Your Day
- Good: Top 5 Ways How Product X Will Save You Time and Money
- Killer: Discover the Top 5 Ways Product X Will Stop You From Wasting Your Valuable Time and Money

With headlines there is an 80/20 rule, meaning that 8 out of 10 people will actually read your headline and a further 2 out of 10 people will go on to read the body text of your site. This shows why it is super important to create a killer headline. Make sure you spend a good amount of time to plan out your headline, do not just write it and be done.

Taking the time to really plan out and evolve your headline from being average to killer will make all the difference. You can use A/B testing to sample two different headlines for a specified period of time to see which is getting the better response. Once you know which headline is working best for converting to sales you can use it permanently because you know it works.

Your headline can make or break your sales page so make sure you are putting in the time to make sure it's perfect. The same goes for writing subject lines of emails and newsletters. You want the receiver to actually open your email and click on your products.

## **Step 2: Introduce Yourself**

Introducing yourself is important because you need to sell yourself before you can really sell your product. People like to buy products from sellers they feel like they know and can trust. You need have add a small section to quickly introduce yourself. This section should be short and sweet and really show off who you are and your personality. With everything online people want to be able to make a human connection to sellers behind the product.

Create a little space about yourself below your headline so that your reader will know who you are. You want to be as transparent as possible about yourself, your company and your product. Putting a face behind the product is necessary to have a higher conversion rate.

Even though you are selling your product online, you want to treat the reader's experience as if it were a store in the street. The headline is the stores sign outside and as soon as they choose to enter the store, the sales person would greet them and introduce themselves. It is an important step in online marketing to tell your reader who you are by introducing yourself to them.

Start off with a simple 'hello'. You want to create a short little biography about yourself that shows the reader you are a genuine and trustworthy person. Indicate any expertise you have, business-related or not, so that the reader will see you are someone to trust. Add in any information about yourself that the reader can relate to. Maybe they are from the same state or are in the same demographic. Know your target audience and speak to them on their terms. Provide any credentials or awards that will show the reader can trust you right away.

Introducing yourself also helps to build your brand and reputation. By introducing yourself right away you are starting a conversation with your reader. You are directly communicating with them by telling them who you are. The more the reader wants to know about you, the more they will start to trust you and the products you are offering. If appropriate, invite your reader to connect with you on your social media platforms so they can get to know you even better. Keep your introduction upbeat, friendly and personal.

## **Step 3: Tell Your Story**

Going hand-in-hand with your introduction, you need to tell your story. How did you end up with this amazing product that you are hoping to sell to them. You want to show your passion for your business and how it came about. Storytelling will be your most powerful technique in building a relationship with the reader. They need to feel connected.

Telling your brand's story will keep your readers engaged and interested in what you have to say. You need to show what it is that you do what problems you can solve, how your product is unique and how it can benefit your reader.

Storytelling is a very important marketing tool and can greatly improve your sales copy. Readers can see through any lies you might tell and will catch inconsistencies in your writing. So

be honest and tell them how your product came to life. Do not add any fluff to your story to make it sound more compelling. The reader will see right through it.

Tell your readers about a problem that you were having that you fixed by coming up with this great product that you intend to sell to them. The result to your problem is your product and you need to convey your story in a powerful way that shows the reader that they too can solve their same problem with your product.

You want to highlight the kind of customer that will benefit from working with your brand. You want to show that all your employees are behind your brand and they too embrace everything your brand stands for. Show your team is motivated and believes in the products your brand sells. By demonstrating that not only you stand strong behind your product, but you also have a team that is willing to stand by the product helps to build trust with your readers.

Do not tell the long version of your story. You want to be short and to the point and capture everything you need to say in a few sentences. You do not want to overload the customer with too much information directly on your main sales page. Reveal just enough that they want to learn more and can trust what you have to say.

Telling your brand's story is not about your company. It is really about the customer and the value they will get out of engaging with your company and product. Remember that any good sales copywriting makes everything about the reader and what the value they will get, not the value the company will provide to them. It is a subtle difference, but an important one. Make your problem seem like it is their problem and you are speaking directly to them about their problem.

You want to touch people's emotions with your story. You'll need to explain not only the story but how you felt about having the problem and what you did about it. Telling them about your problem should have the reader think that's exactly how they feel about the problem.

#### **Step 4: Reveal The Discovery**

This is the moment in your sales copy when you get to reveal the big discovery you made in searching for a solution to your problem you mentioned beforehand when you were telling your story. There needs to be a flow in your sales copy that follows through to the end. Here you can tie in what you found and why the solution to your problem was so amazing that you needed to share it with others.

The section can really go into detail about the product. Talk about how you came to discover of the product. You already talked about the need for discovering the product, but now you need to reveal how it was discovered. How come this product was the best solution to your original problem compared to others?

What is the product and why do they solve your problem so well. You get to describe the product and all its great features. Be sure to be succinct in your wording so that you do not overload the customer with too many words. Readers will glance over the entire sales page so you need to make sure you are highlighting the features and value that will be added to the reader in the clearest way possible. Always try to cut down the words as much as possible so your point

goes across in the fewest words as possible. Using short paragraphs of one to three sentences will help the reader take in more information as they glance over your sales copy.

Here you will be excited to tell your customers about your great new product. Be concise and clear on what your product has to offer your reader. Highlight one main great feature in detail or a couple of features depending on the product. You will want to show the reader how this product will solve their problem as well. What need of theirs will it fulfill? How will the benefits of the product be delivered to them?

Simplify your product so that your message comes across clearly and it is easy to differentiate your product from others. Even if your product has several wonderful features, some will be primary features and other secondary. Be sure to highlight the primary features as much as possible. Be sure to list the secondary features as well with a quick sentence or point about what problem each feature solves. Do not miss out on any features, but do be sure to highlight a few main ones than list the others.

Be as clear as possible about what the product is and why it will add value to your reader. Here you need to reveal to them what's in it for them. It doesn't matter if you have the most amazing product in the world if you do not reveal it properly to the world. You want to create excitement about the product.

### **Step 5: Show Results**

Here it is time to summarize and highlight all your biggest achievements were when you overcame your problem with the discovery of this product. You can reveal the results of the product by using numbers when possible to prove the validity of the products benefits. Display as many findings as possible without bogging your sales copy down.

When you were searching for a solution to your problem you would have found other products that could have equally been a solution. Now is your chance to show why the other products are not as good of a solution to your, and therefore the reader's, problem. You can discuss the top similar products and their faults. You can really make your product shine here and use evidence as to why it is the best possible solution to the reader's needs.

What was the biggest achievement in discovering this product? What was the greatest benefit? Reveal these results to your reader like you are revealing a big secret that you only want to tell specific people. Make the reader feel like that special person being selected to learn about this product that will add so much value to their lives.

Be sure to do this without turning into a sleazy sales marketer. This is where your reader will see you might be over selling your product. Pick the most amazing results of your discovery and hint at the discovery of even more amazing results that the reader will only truly understand by using the product themselves.

Be specific with the results, generalized comments sound like a marketer is talking to the reader and they won't like that. Readers today are smart and know how to sniff out a marketer any day. If you use real numbers and real evidence rather than sweeping statements about the



product they will understand that this is a truly valuable product. Being specific sounds more like facts.

Also inform the reader about the manufacturing process of your product to show transparency and that they are getting a quality product. The more you can show off the quality of your product, the more likely they will be to take your offer. People look at quality from different perspectives, so use analogies for the quality that will speak to your reader.

Do not be afraid to reveal any possible downfalls in the results section. You can discuss the possible downfalls of the product and why they will not happen because of your proven results. Address any hesitations the reader might have here. They will appreciate that you are taking time to find the faults in their product and proving them wrong. People naturally are critical of everything and often look for the negatives in a new product rather than all the positives. Get onto their level and reveal that you have considered these negatives and have overcome them.

### **Step 6: The Offer**

Now that you have captivated your reader about all the greatness your product will provide them, you can divulge what the offer is. You want to address the reader's need to buy your product. How would your target audience feel about having your product in their lives?

You need to get personal with the offer. You need to know who you want to sell your product to and you need to know why it will add value to their lives and how they will feel about having the product. Addressing these needs and their feelings will hit the reader on a personal level. They will feel like this offer is specifically for them and is something they have been searching for for some time.

The reader needs to think this product will fill a need maybe they did not even know they had. They should feel as though they have had a revelation and if they do not act now on your great offer than they will miss out on having this product in their life.

Creating a sense of urgency with the offer is important. You will want to break up your offer into smaller parts, if possible, to make the reader feel like they are getting more value in the offer. Even if it is just one product, breaking it into smaller sellable features can make the product seem bigger and better. It's all about perception.

The offer will back up all the problems you addressed and how each feature of the product addresses those problems. Compare your new product to a similar older model. You want to highlight all the benefits and why your product is superior. Here you can back up your offer with direct results and figures. This will reiterate the greatness of your product and remind the reader of what they are getting for this offer.

Fragment your offer into smaller deals, and then add in bonuses that were not mentioned beforehand. Maybe keep a feature out of the main features and reveal it here as a bonus feature. Even though it might be a regular feature, calling it a bonus will help sweeten your offer. This bonus will add more value to the customer and they will think they are getting a special deal just for them. A bonus can also have be time sensitive, adding to that sense of urgency to buy now. Explain how they will benefit from acting now and receive this bonus offer.

Only after you have broken down your offer and included bonuses should you include the price of your offer. You want to leave this to the end of the offer so in their mind they are building up your quality product to be more expensive than it actually is. By showing them how much they will receive from this product they will start to calculate in the mind how much they will expect it to cost.

If you have written your sales copy correctly, then they will expect your product to cost much more than it does. By doing this, you will make them feel like they are getting an even better offer than you are giving them. You have to market your product to be the best and create that demand for your product so when the price of the offer is revealed to them they will jump on it immediately and think they would be stupid not to take the offer.

### **Step 7: Connect With The Buyer On Their Level**

It is time to get emotional and connect with the reader on their level. What might be their feelings about reading your sales copy? They will have hesitations and reflect on how this product will impact their life.

Address why you understand their problem is the same problem as theirs, why the product can solve their problem too. Talk to the reader as if you have been in the shoes and understand where they are coming from. Show the reader you are qualified to manufacture and sell this product with confidence.

Connect with the reader to show them they can believe you. They have had many people try to pitch them products and maybe even similar products, so why should they believe you over the others. Give the reader reasons to trust you and want to buy your products over the other products. It's their hard earned money and they are not just going to give it to anyone. You need to earn their respect by connecting with the buyer.

The buyer might like your product but think they do not need it in their life right now. They already like the product they just need to be persuaded to buy it now. These buyers will not take much to convert into sales. You simply need to connect with them, speak to them through your sales copy. Be honest and transparent so they know to trust you and come back to you in the future when you have other products to offer.

Make the reader feel as though you have already helped yourself, have helped many others and now you can help them too. You want to reiterate the points you made in introducing yourself and why you are credible. The reader wants to buy a product from someone they feel like they already know.

Not only do you need to the reader to connect to you, but you also need to show the reader how their life will benefit from having your product in their lives. Maybe there is an inherent, hidden benefit that they would never have even realized this product will bring to their lives had you not told them about it.

For example, if a product saves them time you can tell the reader that extra time they saved from having the product will allow them more time to connect with their loved ones. In today's busy world, freeing up time for loved ones can mean a lot. This is connecting your product to the

reader on their emotional level. You want to use any information possible to make them feel like they need the product in their life.

### **Step 8: Seal The Deal**

Now that you have pulled the heart strings a little, remind the reader of what the offer is and all the benefits they will get from it. Many people might read your sales copy and think this is an amazing offer and they will come back later to buy the product, but then they never do. Please can be naturally lazy and take their time in deciding to buy a product. They want to weigh about all the benefits compared to the offered price. They need time to think it over.

To seal the deal you need to introduce a sense of scarcity and urgency with your offer. Make them think if they do not buy it now, the offer will be gone. As soon as they close the sales page you probably will not get them back.

Tell them there is a limited supply and that the product is sold on a first come, first serve basis. Or the special offer with its bonus is only available for a limited time. Act on their fear of missing out on the offer to motivate them to buy now. Create an extra incentive for the reader to take your call to action immediately.

Use discounts in addition to bonuses that are only available should they buy the product today. Discounts can be very powerful tools to help seal the deal. People love to get a discount, especially if it's a big discount if they act now. They feel like they've done themselves a favor for purchasing the product at a discounted price.

Inform your reader that if they act now, and only now, that they will receive the discount plus an additional bonus gift. The bonus gift can be in the form of an eBook which will give you credibility and is a very cheap and easy product to include as a bonus. Including an eBook shows the buyer that you know about the subject of which the product is related to. And the urgency of including this product if they buy now and only now with help to seal the deal, they are getting more value for their money.

You've already explained to the reader all the benefits they will get from buying your product, now you need to tell them what they will lose if they do not act now. Warn the reader about what will happen should they not take your offer. Make your reader imagine their life with and without your product.

Connect with their emotions again but this time in a way they will understand that they will continue to suffer without your product in their lives. Their problem will not be solved the way yours and many others have. They should be part of the group that knows about your secret product and all the benefits.

Do not be overly sleazy or show too much marketing here because the reader will sniff it out right away and not take your incentive to purchase the product now. There is a fine line to walk between being an obvious marketer and sharing information of a great new product with the reader as a friend would in a conversation. You want them to feel what will happen if they do not act now, what they will miss out on.

## **Step 9: Close The Sale**

The reader is sold, they want your product. They need your product. You need to show them exactly how to purchase your product. Do not leave anything up to the buyer. They know they want to buy your product but they might not know exactly how to go about actually buying it. Make it easy, simple and obvious.

Walk the reader through each step of how to buy the product. Do not leave anything to the imagination. Have little help bubbles beside each step to clarify even further what the buyer has to do to purchase the product. If your product can only be purchased via phone, make sure you tell them that in concise and easy to interpret language.

You've hooked the reader into buying your product and it would be a shame to lose them because they cannot figure out how to buy your product. Be clear. If they have to pay with PayPal or you only accept certain credit cards, lay it out for them before they start the process of buying the product. There should be zero surprises for them when going through the steps to buy your product.

Even if you feel like you have over simplified the purchasing process, try to simplify it even more. You want to be sure their purchase will go through. Before they hit the final confirmation button, you should remind them of the key benefits of the product.

Reinforce their decision to buy the product. You want them to be confident in purchasing your product. You do not want the reader to buy your product then immediately have buyer's remorse. Encourage them that they are making the right decision by buying your product over someone else's. All the things you promised will materialize as soon as they receive the product, they will not be disappointed.

## **Step 10: Offer A Guarantee**

Providing your reader with a guarantee takes all of the risk out of the transaction. What do they have to lose by purchasing your product? Show them it is nothing. You will guarantee their money back if they are not satisfied or found that your product provides all the features you promised.

Your guarantee should address any and all possible objections the buyer might have. Take the time to show your reader you have considered any potential hesitations they might have. List them out and tell them why your product can overcome these hesitations and how you guarantee the buyer's satisfaction.

You need to brainstorm all the possible hesitations the buyer may have about purchasing your product and discuss how the product will not meet those expectations. Instead, turn those objections into positive features that will benefit the user.

Change their opinions by offering rock solid guaranteed satisfaction on the product with a money back guarantee. If you are selling your product over the Internet, customers are always weary of giving away their money for a product they have never seen in person. Offering a money back guarantee takes the risk away from the buyer. If you are using a payment method

such as PayPal or ClickBank, you have to offer a guarantee anyway. Seeing the PayPal or ClickBank logo also can help to ease the buyer because they are trusted payment methods. It helps to back up your iron clad guarantee.

You will want to offer at least a 45 day money back guarantee, but 60 days is best. With shipping there can be delays in the buyer receiving the product and there can also be delays in sending it back should they be dissatisfied. It also shows the buyer that you are giving them time to really decide if they are truly satisfied with your product; it adds a layer of trust.

Having this risk-free transaction allows the reader to know they are getting a great value. Even if they end up being dissatisfied with the product, they can still keep all the great bonuses you offered. The buyer does not have anything to worry about or anything to lose by taking the offer now.

Tell the buyer that they do not have to decide now with this great guarantee. They can purchase the product as a trial and if they are not satisfied then they can return the product with the guarantee and keep the bonus gifts. This is a classic marketing tactic. Almost always if people purchase the product for a trial period, they will be satisfied and will not return it.

### **Step 11: Call To Action**

You already know that the reader likes your product because you closed the sale with them. Do not let them go so easily. Make a call to action in the form of subscribing to your newsletter. The call to action after they have purchased your product will be to sign up to receive your newsletter so they can keep up to date with your company and any other products or information you have to provide.

Or if they have not been convinced yet, tell them to sign up to your newsletter regardless. They can keep in contact with the company and informed on your products. They can decide to come back later to buy the product.

Make your call to action stand out. You want it to be obvious what the reader has to do next whether they have decided to purchase your product now or not. Encourage the reader to check out your website, come into your office or retail store, sign up for your newsletter, call an information line, or to compare similar products and see that yours is the superior one and the best price.

If you have other similar products or products that people have bought at the same time as your product then now is the time to direct the customer to the sales page of those other product. The call to action is to see what other products customers also bought you bought your product. People will feel interested in seeing what other people have similar interests in are buying, what is trending.

The call to action needs to have persuasive and actionable words in it so the reader will stay within your company's pages or looking through archives of products, posts or newsletters to keep them connected with the company.

Keeping the customer as a return and loyal customer will be your greatest asset. It will be easy to inform them of new products when you create them and you can send to them in mailing

lists. Mailing lists are a great form of customer retention. With all the information online the customer might forget to come back to your company from time to time to see what is new. Having them subscribe to your newsletter is a great way to keep them in the loop.

## **Step 12: The PS**

Always include a post script (PS) in your sales copy. People tend to actually read the post script compared to other elements throughout the sales copy. Include important information in your PS. Remind the reader of why there is a need to act now. Do not be afraid to add several post scripts as each PS, PPS, PPPS acts like you are telling the reader a little secret.

The reader will scan the page, starting with the headline, anything that is large and stands out throughout the copy and then the post script. You can use the post script to highlight the greatest parts of your offer and why they need to move immediately on the offer.

Tell the reader there is a deadline on the offer or a limited supply, reinforce that sense of scarcity and urgency you created when you were sealing the deal. This will only help seal the deal further. You can restate your call to action, remind them of the irresistible offer, recap any important points you made in your sales copy.

It is more likely that your post scripts will be read than the actual details of your offer. Here you can be quick and to the point. Show the reader exactly how the product will benefit them. Use quotes that will help related to the reader.

Use up to three post scripts, one to sell the urgency, one to sell the benefits and one to hit the reader's emotions. These three post scripts will make the reader want to go back and learn more about the product. The PS is really where you can tease and entice the reader to go back and take another look at your product.

The post scripts can even be the most fun part of your sales copy. They are a little section where you can add just about anything, maybe even an additional offer that was not in the sales copy which can sweeten the deal even more. People enjoy reading the post scripts because they feel like little tidbits of information that need to be added or reminded in a cute way.

## Conclusion

While it may seem like a lot of information to take in, writing great sales copy will help make or break your product's launch. Your copy should be short and to the point. The reader will take a quick glance over your page rather than reading every word you have so carefully included in your copy. Once they have glanced at your page and have found it interesting, they will go back and take the time to read about the product.

Do not forget to be as honest, persuasive and enthusiastic about the product as possible. It will shine through in your sales copy and the reader will relate to it. Always make the reader the center of attention. Do not show why the product is great, show why it is great for them specifically.

Make your passion for your brand and product very apparent through your writing. It will come off as a more interesting read instead of someone who doesn't believe in the product they are selling. If you are not sold yourself on the product, how can you persuade someone else to buy it?

Capture the reader with a killer headline then introduce yourself and why you should be trusted. Recount a problem you had that the reader might also have and then reveal how you solved your problem with the product and how the reader can too. Give them hard proof of the quality of the product and why it is as amazing as you say it is. Give them an offer they cannot refuse. Connect with the reader on an emotional level before you seal the deal with a sense of urgency and scarcity. Closing the deal will be easy when you show your money back guarantee. Once they have purchased the product create a further call to action to keep them as customer and finally add in a post script to reiterate the facts that the product is great.

**PS** – If you can master these 12 steps in sales copywriting you will start to see your products selling faster and at a higher volume.

**PPS** – See how effective post scripts can be, I bet you read these right away.

**PPS** – Always make it about the customer and how the product will add value to their life.