Persuasive Copy-Writing

Persuasive Copy-Writing

Presented By The FRED67 Community

F.P Publishing(UK) 2017

www.checkfred.com

This Book Is Presented To You By The Fred67.community @ FRED67.com

This Book Is Presented To You By The Fred67.community @ FRED67.com

Index

This Book Is Presented To You By The Fred67.community @ FRED67.com

Writing Sales Copy

If you want to sell products or services, you know you need sales copy. Without copy, even the greatest products can go unnoticed. Copy is what helps your readers understand your product's benefits and why the product is (*or isn't*) a good fit for them.

Without copy, it's all just a guessing game and you should never leave things to chance when it comes to selling your products.

If you dread writing sales copy and don't have the cash to hire a true professional, the hard truth is you're going to have to do some writing yourself. Sorry.

And seriously, **NEVER** skimp on sales copy.

Copy written by someone who isn't copywriter, but is knowledgeable and passionate about the product (*YOU*) will likely outperform copy written by a hired copywriter that only 'kind of knows' what they're doing.

So with that in mind, let's get started.

Start by Brainstorming a List of Your Product Benefits

Know **WHY** your target customer wants to buy your product.
If you sell a no-spill sippy-cup, the benefit isn't that it's a cup with a lid.
It's not even that the cup doesn't spill.
The **REAL** benefit to a parent is the ability to give their child a cup in the car, not to have to worry about spills on carpets or being mortified by the stain their child left on their neighbour's couch. Think deeper and go further to understanding why your audience needs your product.

Write a list as long as you can think of.
There are no right or wrong answers. If you get stumped, ask your friends, family or networking partners. Once you have a long list, you are now ready to start your sales page and that starts with…

Create a Headline

Once you have a list of benefits, pick out what's most important and shape your headline around that. Some tips for your headline:

- Focus on your customer and what they need, not what your company does.

- Offer a benefit or make a promise with your headline.
  Ex. No More Embarrassing Spills or Messes to Clean Up

- Understand the emotional motivators like envy, fear, desire for more, insecurity, laziness, vanity, etc.

- Pique your reader's curiosity. The headline doesn't need to tell the whole story.
  Ex. How This Revolutionary Product…(*they need to keep reading to see what the product is*)

- Be specific. Use numbers, statistics and specific wording in your headlines. *Ex. 3 Easy Steps To…*

Don't sweat your headline.
If it doesn't feel just right to start with, continue writing and go back and tweak it at the end. Sometimes it's easier to get just the right headline when you've finished everything else.

Write Your Introduction

Once you know your benefits and have your headline ready, you can proceed with an introduction. Relate to your customer in some way and show you understand their pain or desire. Include some statistics that support what you are telling your customer. Then introduce your product, so you can share the benefits. Your introduction needn't be long, but just something to warm up your audience, establish a rapport and to connect your headline to your benefits.

*Ex. If you're like most parents, you've been frustrated with the sticky spills that happen with most sippy-cups. And the worst is, when you're visiting with your neighbours and that spill happens on their brand new cream coloured couch. **Ouch!***

Well, we've got great news. With our revolutionary No-Spill+ technology, we've perfected the no spill cup to ensure that you don't have to constantly chase your precious little one around, worrying about a spill at any moment. A cup of juice in a toddler's hand has never been so safe.

Stumped for words? An image can really help your introduction.
In this case, a horrified parent watching a child spill would do wonders.
Or maybe a picture of a cup with bright coloured juice spilled on a rug could create that right mental image.

Add Your Benefits

Let's go back to that brainstorming list. Now you're going to refine it and include your best benefits that suit your target audience perfectly. You can keep these in bullet point form, so it's easy to read. Add some photos of your product as well. If you can demonstrate how the product works, add multiple photos or better yet, create a video.

Make Your Offer

Now it's time to make the offer and include a call-to-action. Tell them how you can get your product (order link) and remind them why they need it. You can also include a justification of why they should pay the price for your product. Ex. *$5 for a revolutionary sippy-cup that potentially saves hundreds or thousands of dollars on cleaning and replacement costs.*

Finish it Off

End your sales page by reminding your visitor of some of the key benefits and including information about a money-back guarantee, if you have one.

Ex. *All our cups with an unconditional 90-day guarantee. We're so sure that you'll be satisfied with your purchase that we're willing to offer you double-your money back if you discover any spills…*

Putting it Into Practice

Your key to getting sales copy right is simply just doing it. When you start with the benefits and really understand where your target customer is coming from, it's makes it much easier to get everything else together.

And remember, as with all things, practice makes perfect. So keep at it…
you're going to get it and it's going to be so worth it.

Natural Copywriting

When it comes to writing sales pages, squeeze pages and other online forms
of persuasion many people freeze in their tracks. They're afraid if they don't
get just the right (*perfect*) formula they won't sell a thing.

While it is true that you need to get it right, you certainly don't have to get it
perfect to start making sales with your own copywriting.

Think about when you tell a friend of the delicious meal you had a local
restaurant. Do you follow a formula to make sure you've told them just the
right things? No – I bet you don't! You just let the conversation flow
naturally…You probably start with how it was a busy place but the transition
from waiting for a table to being greeting by your waitress was seamless.

You might talk about how welcoming and friendly everyone was. Then you
talk about how clean and bright the wash-rooms were. Then you might go on
to say how delicious the food was. And you might even include a story about
the waitress who went out of her way to make sure your son had everything
he needed to keep busy while waiting for the dinner.

There are many formulas out there to follow, but what usually works best is to
write as if I were talking a friend.

Natural Copywriting Is a Conversation

Pretend you're about to let a friend know about this great product, or service,
or program you're about to write for and think about what you'd say to her.
Think about what she might ask you. Think about the reasons why it might
not be for her. Then just start writing what comes naturally to you, what flows
from your personality.

Readers can sense your energy. It flows through in everything you write. So if
you're writing is stiff and salesy then it's not likely to get as great results as if it
flows naturally from your unique personality.

This doesn't mean you shouldn't use any kind of format or formula for copywriting. There are certain elements that are proven to work and should be included. However, you should place a strong emphasis on your natural-born talent to communicate – you have that skill already!

Elements of Persuasive Copy

Here are some of the elements that you should consider including:
- **Headlines:** This is pretty much an essential element of most copywriting
- **Sub-headlines:** Important for breaking up text

- **Bullet Point & Numbered Lists:** Again, break up text and draw the eye

- **Testimonials**

- **Product Details** (number of pages, format, warranty, pricing, etc)

Another tip for writing sales copy is make sure you have covered the W5 + H:
1. Who?
2. What?
3. When?
4. Where?
5. Why?
6. How?

Like a news reporter you want to give them all the information they need. Whatever way you format it, taking the time to go through your copy and make sure it answers these six questions will help make sure you put the least barriers between the page and the next action you want your reader to take.

Remember that in the sales-copy writing process:
You don't write it just once. *Good copy is not just created, it evolves.*
You put up a page and then you wait, you test, you tweak, you change and repeat. If you expect to put up the winning copy with one shot good luck! It is a process and it takes time, patience and attention.
Do this and the pay-offs will be worth the effort.

As mentioned earlier, you have a natural talent for communicating.

Don't be afraid to use it, let your personality shine through and to enrich the lives of others with the quality information you have to share!

Monetizing Free Reports

If you give out free reports to your audience, make the very most of this opportunity by ensuring you're growing your business at the same time. It's not enough to just give out great content. You need have a clear purpose.

Here are some tips for you…

Build Your List
Your email or opt-in list is your connection to qualified prospects.
Create a value-driven report and monetize it by giving it away to new email subscribers. [Check Out The 'TrafficWave' Auto-responder service Here!](#)

Promote Your Products
It's natural to promote your own products, or affiliate products, in reports.
Come up with specific report topics that will lend themselves to naturally and effectively promote your products.

Market Your Services
If you're a service provider, reports are a nice way to show your readers how to make the most of your service. For example, if you're a WordPress developer, you can show them the benefits of using WordPress and how to grow their business with it.
Then, they can hire you to develop their site for them.

Attract Qualified Leads
Provide valuable but incomplete information and use your report to motivate readers to contact you for more information. Make sure your contact information is easy to find and mention it a few times, so they're more likely to contact you.

Recruit Super Affiliates
Create reports that teach about affiliate marketing or showcase your affiliates' success stories to attract super-affiliates to your program.

For example, if you're in the health market, you can create a promotion strategy to get your report out to health bloggers.

When you have a plan, you'll go places.

The Process of Writing an A+ Headline that Sells

The process for writing your headline is different than the process for writing any other part of your sales letter. Your headline is the single most important sentence of the whole page. It pulls more weight than any other sentence and deserves to be paid a lot of special attention.

Your headline's job is to get the reader to continue reading. It catches their attention and takes you from having just 3 seconds of attention to about 60 seconds to sell your audience.

How do you write a headline that captures the hearts and minds of your audience?

Here's the process.

"Write 100 Headlines, Then Choose One"

Most world class copywriters write 50 to 100 headlines for any given sales letter they're tasked with writing. Only after completing all of these headlines do they choose the one they finally use.

Each and every one of these 100 headlines is the fruit of many hours of thought and creativity. Just because you're writing a lot of them doesn't mean that less effort is put into each one.

This process was first invented by print copywriters, where a test would easily cost you upwards of five figures. Online, it's easy to put less care into writing headlines since testing is "free." Nothing could be further from the truth.

Whether online or offline, if you want your business to succeed you need A+ copy. An integral part of A+ copy is an A+ headline.
Follow the process and your headlines will be that much more powerful.

Use a Combination of Original and Swiped Concepts

If you want to write great copy, having a great swipe file is essential. Inside your swipe file should be dozens of potential ideas for attention catching headlines.
Talented copywriters generally write headlines using both swiped concepts and their own original ideas. Craft your headlines from both and objectively choose the best one later on.

Headlines come in many formats: Newsey, benefit-driven, shocking, factual, storytelling, comparisons, etc. By using swipe file ideas, you'll come up with headlines in formats that you may not have came up with on your own.

Space Out the Writing

Write a few headlines in the beginning, when you're just starting the letter. Then write a few more as you're writing the rest. Finally, write a few after you've completed everything else.

Throughout the whole process, your mind will be working through the copy in different ways. You'll have different ideas at different stages of the copy writing process. Use that to your advantage by taking down your best ideas at any given time through the whole process.

Selecting the Final Headline

Once you've written out a wide range of headlines, let it sit for a week or two. This will help sever any emotional preferences you may have attached from the writing process.
Then start cutting the headlines out.
Remember, in the end only one will be the winner.

Generally if you start from 100, you'll be able to get it down to 5-10 pretty easily. From there the choices get a lot tougher. In the end, you'll have to cut out some really good headlines until you really have just the best of the best left.

If you're getting a lot of traffic, you may have the luxury of being able to split test your headlines. If so, then you may be lucky enough to be able to use two instead of one headline.

This is the process that many top copywriters use to write their headlines. Use swipe files and originality to write your headlines. Write 50-100, never all at the same time.

Finally, cut them down until you have one A+ headline left.

Writing Effective Product Descriptions

Having a great product just isn't enough when it comes to selling your product online.

Instead, you have to show your reader **WHY** your product is great for **THEM**.

Add to that, if you sell the same products as other merchants, you have to set yourself apart from all the other merchants, to make your product the most attractive to your potential buyer.

So how do you go about writing effective product descriptions?

It Starts with Your Customer – Why Do They Want Your Product?

Before you write any product description, you need to know who your target customer is.
You also need to realize that your target customer is likely different for each product.

Even if it's feasible that the same individual may buy more than one of your products, the reason WHY they want each product varies.

You really need to get at that reason why before you start writing anything, so for each product, write a list of those reasons why. Then it will much easier to start writing when you have that information.

Tips for Writing Product Descriptions

Once you know who your customer is and why they want your product, you can start putting your product description together. Here are some tips that will make the job a bit easier.

Be aware of short attention spans.
It's no secret that Internet users have a short attention span. If you don't capture their attention right away, they'll move onto the next thing. The way you format your content plays a big role in doing just that.

- Use a bold headline in a larger font that will capture your visitor's attention.
- Keep sentences and paragraphs short, so they're easy to scan.
- Avoid using jargon or complicated language. Unless your target market is Ph.Ds, you'll lose a large chunk of your audience.
- Use bullet points to highlight features and benefits
- Use photos to make your product description visually appealing
- Use video for people who don't want to read and want to see the product in action

Outside of formatting your content for easy consumption, here are the various elements of your product descriptions:

7. **Headlines:** Headline should be short and to the point, but convey a big benefit to your customer. At the end of this post, you'll find a free downloadable guide to help you create better headlines.

- **Features AND Benefits:** Customers want to know the features of your product, but it's the benefits that will sell them. For example: "*Easy-grip handle for more professional results*." The easy grip handle is the feature and the professional results are the benefit.

- **What do you do that's different?** If you offer a product that is the same or similar to other merchants, what do you do differently? Do you offer free shipping? Do you include valuable extras or a special guarantee? Make sure to include this information to make it easier for your customer to buy from you.

- **Ratings and Reviews:** Today's savvy online shopper wants to know what others think about your product. Where possible, include ratings and reviews for your products.

- **Photos:** Include multiple photos of your product, so your customers can see all the details they need. Include photos that highlight the different features, show the product in use, etc. This can add up to a lot of photos, so if necessary, create a little photo gallery where users can scan through all the photos they'd like to see.

- **Videos:** Videos can provide extra valuable information and are useful for people who may not want to read your product descriptions. They also add a sense of credibility because visitors can see your product in action. You can do product demonstration videos, testimonial videos and more.

While you may not have all the above elements in each and every product description, know that each element has a very special purpose in selling your product effectively.

Avoiding Product Description Pitfalls

Writing effective product descriptions takes practice and through experience, you'll come to know what works best for your products.

To help you get to that point more quickly, here are some ways to avoid common pitfalls when it comes to creating product descriptions.

- **Don't make it unnecessarily short:** As mentioned earlier, people have short attention spans online. If you don't grab and keep their attention, they'll skip over your product. However, that doesn't mean you should cut your product descriptions short for the sake of shortness. You need to include all the information your customer needs to make the right purchasing decision and for many products, that means fairly lengthy descriptions. The key to this is to make sure your copy is scan-able and easy to read. We talked about that earlier in this post with tips like bold headlines, short sentences and paragraphs, bullet points, etc.

- **Your customer trumps any SEO efforts:** It's true that in order to sell a product online, you need traffic. For that reason, many people put their focus into SEO on their product descriptions, but if you're so focused on keywords, you're going to lose your potential customer when they finally arrive at your website.
Besides, stuffing your content with keywords is not the way to achieve good search engine rankings and there are so many other subtle factors

that come into play. Instead, focus on your customer and why they would want to buy your product.

- **Always test your results:** The way to know exactly what is working in your product descriptions is to split test your results. Test different headlines, opening statements and bullet points. Test the different between including video and not including it, etc. There is no blanket rule for what makes the sale, so always do your own testing.

When, Why and How to Make a Convincing Argument

Sometimes as a blogger you have to step up and voice an opinion. Not only do you have to voice your opinion, but you've also got to get other people to buy into that opinion.

Many bloggers are capable of writing purely informational posts. But the bloggers that tend to garner huge followings – names like Steve Pavlina, Gary Vaynerchuk, Tim Ferris or Seth Godin – don't just share information.

They share strong opinions. Then they actually *move* people to join them in those opinions. They make an argument so convincing that others can't help but be sold.
When should you make an argument, instead of just presenting information? Why? And most importantly how?

When and Why

The most important reason to make a convincing argument and try to win people over to your point of view is simple: It's how you actually build a following.

In order to get people to listen to you, you need to take a *polarizing stance*. In other words, some people will see the world from the same point of view as you and become loyal followers of your work. On the other hand, other people will disagree and be turned off.

That's how it works: The people with the biggest followings also have large groups of people who dislike them.

From Opera to Eminem, Barack Obama to Jon Stewart, people love them or hate them. But their voice is *so strong* that the people who like them happen to be large groups. In other words, it creates a following for them.

What Happens if You Never Take a Stance

Don't get me wrong: It's possible to succeed without ever taking a stance. You can get by with SEO traffic while building a steady blog that gets visitors incrementally.

But unless you do take a stance that gets people fired up about something you believe in, your blog will never go *viral*. People won't feel *inspired* to pass your work on.

If you want your blog to get back-linked to like crazy; if you want your blog to be "liked" by hundreds of people; if you want your blog to be talked about among people in the industry – Then you need to pick a stance, something you believe in, and start converting others to your point of view.

How to Make a Convincing Argument

The first place to start from is your personal conviction.
What do you personally believe in? And Why?

Then ask yourself – Why do other people believe what they believe?
Do you think your reasons for believing what you believe are better?

Make your case and make sure you provide as much proof as you can. Proof and "reason why" convinces people more than anything else except conviction.

Take your stance, share why you believe in what you believe in and *give proof*. Write from passion and your conviction and excitement will come through.

Finally, persuading someone to your point of view doesn't happen overnight. In the movies, a persuasive speaker wins over a whole room in a 10 minute epic speech. In real life however, persuasion is often a matter of persistently taking a stance you believe in while you wait for the world to come around.

The Next Action Steps

The first and most important thing you need to do is identify what your core belief or stance is. This is what sets you apart from everyone else. This is what will polarize your target audience to be drawn to you and repel everyone else away from you.

Once you have this core stance, start writing about it. Start expressing it. Become *the person* who is taking that stance. When someone thinks of your name, they should think; *"Oh, the person who stands for X."*

It may take a few months; but if you do this you'll find your link numbers, traffic numbers, recurring visitor numbers and most of your other metrics going up quickly.

The Power of P.S.

Remember when people wrote letters by hand and sent them through the postal service? If they made a mistake, they had to either erase or start over. And if they got through the entire letter and realized that they forgot something, they would add a post script, or P.S. to the end.
Times sure have changed.

Or have they? If you've perused any online sales letters lately, you've probably seen several that have a P.S. attached to the end. Seems rather odd that a carefully planned sales letter would have an afterthought attached to the end, doesn't it?

But most copywriting experts agree that a P.S. is one of the most important parts of any sales letter. And that's not just a hunch – it has been confirmed over and over through split testing.
The reason is deceptively simple: It's because of its location.

Think about it. Have you ever looked at a sales letter that interested you, but not had the time or energy to read through the entire thing? What do you do? Chances are, you skim through it, or just skip straight to the end to see what is on offer and how much it will cost. And you're certainly not the only one

who does that. The Internet has a way of perpetuating short attention spans, and with so many sites out there competing for users' attention, they're usually looking to cut straight to the chase.

Since effective copywriting involves working with the reader's natural tendencies, it doesn't really make sense to try to keep the reader from skipping to the end of your sales letter. It's much better to put something there that will draw him in and make him want to go back and read more. And that is where the P.S. comes in. Make it noticeable, and it's almost guaranteed that it will get read.

How to Use the P.S. to Your Advantage

So now you know why the P.S. is so important.
The next step is deciding what to put in it.

It definitely should NOT be an after-thought.

In essence, that's what the term "post script" means, but that's not what it should be in a sales letter. It's got to be something that will grab the reader's attention and entice him to learn more.

One tactic that many marketers use is creating a sense of urgency.
They mention that the asking price is only good for a limited time, or that the buyer will receive certain bonuses that may not be available later on. This encourages the reader to go back and see what else you have to say, or possibly even to go ahead and make the purchase.

Another strategy that is often used is reiterating key benefits of the product. You may have laid them out in the body of the letter already, but by mentioning them again in the P.S., you make sure that the skimmers see them.

A carefully crafted P.S. can keep your visitors on your site longer, and ultimately result in greater conversions.
Try adding one (*or tweaking the one you've got*) and see if it boosts your sales!

Reminder to Monetize Your Content

When it comes to publishing content, many people just get stuck in publishing mode. We keep publishing content because it's supposed to help us grow our businesses. *And you bet it can do that.*

However, even though content itself is very important, it **_can't_** grow your business without the help of a monetization strategy.

Most of us know this, but we often forget. Or we get lazy. Or we just figure we can get back to it later.

So with that in mind…

Here is your reminder to monetize your content.
It really is THE most important thing.

That's why it's often easier for online business owners to hire someone to write the content and then they take over the important job of monetizing it. Whether you hire a writer, use PLR or have great authors, the more help you can get with content creation, the more you can focus on content monetization.

But how do you monetize your content?

Monetization doesn't simply mean the littering of affiliate links and ads on your content. It can be much more strategic than that and each piece of content should have its own targeted monetization plan.

Some monetization plans might include:

Using high-value content as a free gift when people opt-in to your mailing list. Mailing list subscribers are more likely to become customers than a one-time visitor to your website, so get those visitors on your list.

Including ads that are relevant to your page's content. The more relevant the ads, the higher the click throughs. You can do this with ad networks like Google Adwords and Chitika.

Adding promotions for your products, services and freebies that are most relevant to each content piece.

Or if you don't have a product, including a relevant affiliate link.

Selling advertising space on your website or in your newsletter. You've worked hard on your content, grown your traffic and your list…you can lease that audience to advertisers.

Inviting someone who comments on your post to sign up for your mailing list. Someone who has just made a comment on your website is a highly engaged audience member. Give them a relevant offer once they leave a comment.

Licensing your content, so others can publish it. Whether you give free publishing rights to content that includes a promotion for your business or you sell the private label rights, licensing has its perks.

Offering your content as a bonus to someone else's information Product. Of course, you need to include a product or opt-in offer inside that content bonus too.

Guest authoring on high traffic blogs, ensuring your guest posts include information on how and why to get on your mailing list.

Those are just a few ideas to get the ideas flowing.
The more you think about monetization, the easier it will become to come up with topics, get your content written and then get it out there.

E-mail Marketing??

Can It Really Make Me Hard Cash?

Click Here To Confirm

5 Monetization Mistakes and How to Avoid Them

As you work to monetize your content, keep these things in mind to help you stay on the right track.

Too Many Distractions – Make sure your content doesn't distract from your goal. Keep your formatting and message focused. If your goal is to motivate an opt-in, then make sure no other calls to action or links distract from that goal.

More Than One Goal Or Tactic – It's not uncommon to see reports packed with affiliate links, "sign up for my e-course" links, and even affiliate recruitment links. Unfortunately, this is all too confusing for your readers. Focus on one goal per piece of content for best results.

Unclear Call To Action/Goal – Do your readers know what action they're supposed to take once they've read your content? Make sure your call to action is clear and actionable.

No Follow Through – Seize the moment. You've successfully captured your prospect's attention, now make sure you follow through. For example, if you're using a report to build your list, and then you don't follow through with goal-oriented, value-driven emails you're missing out.

Inconsistent Content Quality and Frequency – The best way to achieve business and monetization success is with a content plan that consistently and frequently delivers high quality content. Be the business that always provides value-driven content and you'll earn the trust and respect of your prospects, which ultimately leads to profits.

Overall, the key is to be focused and make sure your audience knows exactly what you want them to do.

And, of course…ALWAYS follow up!

How to Get Results and Monetize Your Reports

Short reports can be a great business builder and you may use reports for a variety of reasons in your business. The problem is, many report publishers often wonder the same thing –
how can they monetize their reports *effectively*?

The good news is when people say that they published a report, but got no results…it's often simple to see where they can make immediate improvements for better results. Sometimes it's just a matter of a few tweaks you can easily implement into your own report marketing.

If you're looking to monetize your reports, let's start by breaking this down into potential monetization goals. Because after all, if you want results – you need to know what those desired results are. You may want to:

- **Build a List:** You know the deal. You give a free report when your visitors sign up for your mailing list. It's one of the most powerful uses of a free report.
- **Promote a Product:** Reports are a great way to promote products – whether it's your product or something you promote through an affiliate link.
- **Generate Leads:** If you're looking for people to contact you for more information (think biz op, a service, etc.), a report can be used as a very effective lead generator.
- **Recruit Affiliates:** You can create affiliate training materials that teach about affiliate marketing and draw people into your own program.

Of course, it's not enough to simply have a monetization goal because despite what people say, great content *doesn't* speak for itself. Great content speaks (*in conversion terms*) when it's combined with smart marketing & in particular, good salesmanship.

Here are some tips to increase your conversions with your reports:

- **Download Page:** Depending on the nature of your offer, a call-to-action on your download page can go a long way. Invite your reader to sign up for updates, give hard-to-resist offers…
something that they aren't going to want to miss.

You just want to be careful that your prospect doesn't get confused (i.e. FRUSTRATED) trying to find the download amongst the offer. Keep your offer above-the-fold and design it to get plenty of attention.

- **Create a Visual Brand for Your Reports.** Of course you want to include things like your logo, but if you release multiple reports, go for a consistent and familiar design and layout. Your readers will come to know your reports _**and**_ offers as great quality…and immediately know they're in the right place when they see your familiar brand.

- **Include a 'Forward' Foreward:** Don't be shy…introduce yourself to establish your authority and let your readers know about your desired call-to-action. For example, if you're selling a blogging coaching program and the report is about blogging…tell them what they will learn in the report and how they can get even more hands-on, one-on-one help through your coaching.

- **Footers:** The footer allows you to repeat your message several times over and keeps it in your readers mind.

- **Body Reminders:** You don't have to beat them over the head with it, but remind people about your offer where it's appropriate in the body of your report.
  You might even put these benefit-laden reminders in a coloured box to make it stand out.
  But the key is to give a new benefit or a new reason to take action.
  Don't simply keep repeating yourself.

  For example, if you have a report on toddler discipline and you're selling an info product for parents of toddlers, mention the product in a few key places. If the report includes advice on tantrums, highlight a key part of the product for sale that gives parents practical solutions to tantrums. And then when you're giving advice on sharing, include information on how the info product helps with sharing issues. In other words, make your promotions relevant to exactly what you are talking about.

  TIP Have **one main monetization goal** for your reports.
  Yes, you can link to other products in the body of your report, but for best results stay ultra-focused on getting them to take action on the most relevant and most desired call-to-action.

- **Call-to-Action Conclusion:** Have a well-defined conclusion that incorporates your desired call-to-action. Don't mention the offer as an afterthought. Instead, make sure you integrate what was taught in the report with what the reader should do next. If your report gives advice on selling a home in a tough market, include some information on how you help your clients overcome these obstacles. You might also include some statistical information about how quickly, on average, you've helped your clients sell their homes and encourage the report reader to give you a call.

- **Follow-Up:** If you captured an email address when you gave out the report, be sure to follow-up. Mention the product or offer you are promoting again – giving your readers even more reason to take action.

The key to making monetization for your reports work is great content, a relevant and hard-to-resist offer ***along with*** consistency. You can't expect to put one random link in a report and your work is done. You need to keep showing your prospect just how compelling your offer is…all the while delivering them the satisfaction from useful content.

Conversions: Less Volume, More Results

Numbers don't matter as much as results. Focus on conversion strategies over building volume. Because if you're not setup to convert, the volume won't help you one bit.

Think About How Hard You Work to Get Traffic

Getting traffic isn't always easy. You optimize your web pages and build links. You write wicked blog posts, hoping for a little word of mouth and link love. You make all the "friends" you can on the social web, so they will be interested in clicking through to your information and hopefully buy your products.

Here's the problem - if you aren't targeting your IDEAL customer in all that work, you're just setting yourself up for a really high maintenance business. If you have decided that your business needs volume (rather than conversion) to succeed, you've probably done a few of the following things:

Tried to get as many "friends" and people who like you and your website as possible. Just like in real life, more friends and fans means more emails, more phone calls, more obligations. In short, it can be EXHAUSTING.

Were more concerned with volume than your idea target customer, hoping something would stick. Sorry, but the more generic and wide-appealing your message, the less likely you'll convert and in the process you may alienate your actual target market.

Didn't implement a strong conversion strategy because you thought it might affect your volume. We all want to be liked, but we're also here to run a business...so run your business. If you lose people along the way, the reason is simple. *They weren't your customers to begin with.*

So, here's the big question.

How are your conversions?

Do you know?

Calculating Your Conversions

The calculation for conversion is simple and if you already get this part, read on as there might be a few tips in this section you hadn't thought of before.

The basic calculation is:

For example, if I have 3 sales during an ad campaign that achieves 274 visitors, my conversion rate is: 1.1%

Or if I have 120 visitors and 30 opt-in to my newsletter, my conversion rate is: 25%

It's a simple matter of dividing your actions/sales/opt-ins by the number of visitors. Simple as that.

So What's a Good Conversion Rate?

It varies. It depends if you're selling a product or looking for leads - obviously, a lead is easier to get than a sale.

It also depends on your *source* of traffic.

Traffic from your opt-in or customer list should convert better than a general advertising campaign.

Traffic from affiliates who effectively warm up their referrals will often be higher than a pay-per-click campaign.

Of course, people want some kind of barometer to ensure they're somewhere in the ball-park of where they should be.

For a sales page with targeted traffic, a conversion rate of 2 - 4% would be a good thing to shoot for, but for many products it is possible to go higher.

For an opt-in page with similar traffic 30% or more is certainly attainable and if you're sending pre-sold traffic to the opt-in page, you can go much higher than that.

You also want to look at conversions on a _page-per-page_ basis.

If you have a multi-page website and you're looking at the visitor numbers as a whole, but you're trying to figure out how well your sales page converts, you should look at the visitor stats for the actual sales page. While knowing how your website performs as a whole can be a useful statistic, there are many administrative pages and pages people visit for other reasons (ex. membership log in areas, download pages, forums, etc.).

And as a final note, your profit per sale also effects what type of conversion you might be shooting for. If you have a high profit product, a lower conversion rate might very well be acceptable because it yields a better return for you.

So the second calculation you need to do is "value per visitor".

Calculating Your Value Per Visitor

For example, if I have 789 visitors and my sales are $523, that means the visitor value is $0.66 .
Of course, you need to take into account your actual PROFIT, so if you know your profit per sale and use that, you will get a much more telling number. Also, the higher profit your product is and the more targeted your traffic and page, the easier it will be to increase that number.

Improving Your Conversions

The fact of the matter is, marketing to the masses is tiring and it's way more work and if you look at your numbers, you might be surprised that you're working much harder at getting volume than you need to.

With that in mind, here are some action steps for you:

- **Know who your audience is and keep your focus on that.**

- **Different pages, have different purposes, so you have to balance conversion with your end goals.**
  For example, you'll approach a blog differently than you would a sales page or opt-in page, but many of the basics are the same.
  You need to be conscious of conversion, no matter the marketing vehicle.

- **Don't be afraid to sell and learn to sell naturally.** If you have a product that is the perfect complement to something you're talking about in a blog post, tell them about it. Sell products regularly to your mailing list.

  It seems silly to say, but many people don't seem to realize, *If you want to sell something, you have to 'sell' it!*

- **Keep your reader focused.** There's no need to give them a thousand different options and hope they'll click something or do something. Keep your site clean and focus on one main conversion goal per page (*ex. sell a product, get an opt-in, etc.*).

Now there's nothing wrong with growing your volume, once you have those 4 things above in place. After all, if you've got the conversion thing down, more highly-target prospects will only benefit your business.

Boost Credibility and Conversions with Testimonials

One of the easiest ways to boost your credibility online is to collect and display the positive feedback you've received about your products and services.

Consumers readily make buying decisions based on the feedback of their friends and the testimonial is an extension of that. While testimonials don't usually come from someone they know personally, they are a form of social proof in that they can see that there are other people, just like them, who have also used particular products and services.

But not all testimonials are created equal. In addition to having tips on how to get testimonials, I've also got easy to follow suggestions on how to do it and how to publish them.

Getting Testimonials

There are a number of ways to collect testimonials. Sometimes you'll get them without asking and other times, you may need to ask. It doesn't really matter how you get them because both ways can produce very powerful testimonials.

A few tips:

Always collect emails that people send you, thanking you for your product or service. The best thing to do is ask for permission to share them and publish them right away, but if you don't have time, put them into a testimonials folder, so you know where they are when you want to publish.

Save blog comments or feedback you receive through your social media participation. You can save them by taking a screenshot of the page and cropping it to show the relevant feedback.

On a PC, you just click CTRL + prt sc and then you can paste that into a graphics editing program for cropping and saving.

Ask your customers for feedback. If you're already talking to them, you can ask them if they don't mind providing feedback. You can also set up an automatic autoresponder to ask for it after a certain amount of days after a purchase. That way, you won't forget to ask anyone who buys your product.

Ask "celebrities" in your niche for a testimonial or endorsement. Whether it's a popular blogger, an expert or an author, if it's someone people in your market readily recognize, it can go a long way to boosting your credibility.

Facebook's Like Plugin that shows "X also like this" is a form of testimonial as well. If you have a large following, it's an easy way to partially automate your testimonial process. You still want to collect specific testimonials, so people can learn why people like your product and why they should try it too.

How to Make Sure You Get Quality Testimonials

When it comes to testimonials, the more specific and detailed a testimonial, the more meaningful it is to your potential client or customer. Testimonials that scream things like, "It was awesome!" don't really say much, do they?

Some tips for quality testimonials:

- Ask your customers specific questions because detail adds believability and credibility. For example, ask them how long they've used your product, how they used it and what results they achieved.

- Where possible, always use your customer's real and full name. Ask them for a photo as well. Before and after pictures are also great, if they apply to your product.

- Video testimonials are great because your prospects can actually see a living, breathing customer. Of course, you need to make sure your customer sounds sincere and acts natural.

Once you have some testimonials, start publishing them and add more as you go along. Add product-specific testimonials to your product page. General testimonials are perfect for your home page and about us page. You can even make a specific testimonials page that showcases the testimonials throughout your website.

How to Collect and Publish Customer Case Studies

Let's start out with a definition.

A search on Google defines a case study as:
"A process or record of research in which detailed consideration is given to the development of a particular person, group, or situation over a period of time."

We aren't talking about academic case studies, so this definition will serve us well. For case studies of your clients, the focus will be on development in a specific area that is related to your product or service. It may be over a short period or long period of time, depending on what is appropriate for the particular case.

For example, if you're a running coach and you have a client training for a marathon, you might focus on that specific training up to the date of the marathon. Or if you teach people how to relieve pain with yoga and meditation, you want to capture a period of time from where your client experiences daily pain to where most of the daily pain is relieved.

Case studies bolster your credibility and encourage more sales of your product in a few ways:

They provide social proof to your potential clients. While there are some trail blazers out there, most people don't want to be the first to do something at risk of failing. They want to see others doing it and doing it well before they take the plunge. Case studies help accomplish this.

While case studies can be faked (never risk your reputation this way), they generally provide so much detail that it provides your prospects with a good sense of legitimacy. It's not the same as a vague testimonial of *"I loved your product. Signed Annie"* on your website.

They go further than testimonials in that they are valuable pieces of **_content_** that showcase your knowledge, expertise and/or the effectiveness of your product. While they are generally self-promotional in the way we are using them, they still provide useful insight to your prospects and clients alike.

How to Start Collecting a Case Study

The best thing you can do is make the decision to create a case study early. If you have a client that shows potential for great progress, you want to collect all your information and proof as it happens. Scrambling to collect information after can be tricky and may result in a less complete case study.

When you think you have someone with potential, ask them if they would be willing to participate. It's best if they allow you to use their real name and photos, but in some sensitive cases, it might not be as likely. You may also want them to sign an agreement to participate and that allows you to publish the findings.

When approaching your client, always focus on the benefit to '**_your'_** client. After all, they are getting extra care and attention as you check in with them during the data collection process.

Make a schedule for check-ins with your client and take any photos, copies or records that you need. You want to have as much proof as possible.

For example, if you are helping a client lose weight, you want to have plenty of photos throughout the weight loss journey. Or if you are helping a client get out of debt, copies of their credit card statements as they reduce their debt is a good idea.

Just make sure to remove any sensitive information, of course.

When you check in with the client, record your discussions.

If you have an audio record, you can go back and refer to everything at a later date. After all, you never know when something they say in week 1 will have an even bigger impact in week 3.

Decide whether you should interview other people to complete your case study. For example, if you're helping a parent deal with a child struggling in school, you might arrange an interview with their teacher or anyone else involved in their education.

The key is to collect as much information as possible. While you may not end up publishing everything, you have everything ready at your fingertips when you start to put together the best case study as possible.

Publishing Your Case Study

Now you've got a big heap of information to go through, right? While that may seem daunting, it is also very good news. You have a TON of content that you can work with.

Case studies can be used in a number of ways:

- Full-length case studies can be made into downloadable reports.
- Create a case studies section of your website that includes summaries and full-length case studies.
- Condensed case studies can be placed on your blog for discussion with your other clients and readers.
- Audio recordings can be edited, polished and placed on iTunes and elsewhere.
- Photos can be turned into photo galleries on Flickr, Pinterest or another photo sharing site.
- And of course, photos, audio and text can all be combined into creating informative or inspirational video.

How you'll put final and full case study together will depend on the type of data you have at your fingertips. The key thing to remember is your intended audience and keep in mind that, again, this isn't an academic case study. We are trying to get and keep the attention of our prospects and deliver information that is useful to them. So while your focus is on the client of the case study, you want to make sure you keep things succinct and relevant to your potential client too.

How to Give Away Great Content
Without Giving Away the Store

"How do we keep from 'giving away the store?' That is, how do we keep from giving away what we'd normally charge clients to do for them?"

This is a very common question and VERY GOOD question and something anyone who uses content marketing should ask themselves. The good news is, it's actually easy to keep a hold on that store and reap the benefits of publishing content.

Here are a few examples that will illustrate how you can do this.

If you sell a service, you don't need to provide content on how to do what you do because people who want to do it themselves aren't really in your target market. You can create content that teaches your readers how to find a reputable service provider. You can also create content that teaches people how to **'enhance'** the work you do for them.

For example, if you are a virtual assistant (VA), you can create content that shows business owners to effectively use the extra time they'll have after they hire you. You can teach them how to delegate, how to plan their marketing and so forth.

Or if you're a laminate floor installer, show your readers the benefits of using laminate and tell them how to care for their laminate floor.

If you sell a consumer product, the same logic applies. You want the content to teach them why they need your product and enhance their experience of using your product. So if you sell anti-wrinkle cream, you can create case studies, talk about the effects of ageing and all kinds of things. There are plenty of things to share that will help your target customer.

If you sell information products, people think this is where it gets really tricky, but it doesn't have to. There are a couple of ways you can approach this.

In the often quoted words of Jimmy D. Brown, *"teach them what do do, but not how to do it."* In other words, you're giving people the solution to their problem, but not the step-by-step instructions for doing it.

You're showing them they need your product to fully accomplish what they want to do.

For example, if you sell an e-book on dog training, you might tell your readers about the key points of obedience training. You can share the basics of training…but your information product can go deeper into helping people with hard-to-train dogs. Give them a reason to go for the further training.

You can also offer extras with your information product. Do you offer personalized service, an active discussion community or valuable customer only discounts? Use those to create further interest in your info product.

The bottom line is, your product needs to add value beyond anything you share freely. If you create your product and content marketing plan haphazardly, you might run into some conflicts. But if you plan your product with your content marketing plan in mind, it's much easier to create a cohesive plan that educates your reader AND gives them a reason to buy your product.

That's a win-win for all, right?

E-mail Marketing??

Can It Really Make Me Hard Cash?

Click Here To Confirm

Get More Subscribers to Buy Your Products

Great you are getting more subscribers on your email list, but once you have them, how do you turn them into sales?

Here are a few tips to get you started:

Make sure your subscribers are accustomed to receiving offers. While you don't need to hammer your list with offers day after day, they should be used to product recommendations on a regular basis. If you simply give everything for free, your subscribers may be a little surprised when you throw a pitch at them. Plus, when you make regular offers, you help ensure you have more **'BUYERS'** on your list than people who only want free information.

Understand your subscribers. This is an important one.
You need to get to know your subscribers and what they want to learn and buy. You gain this understanding by tracking your links in your emails, asking them questions and interacting with them.
Some product offers will bomb and you can learn a lot from that experience as well. Always work toward a better understanding, so you can target your offers better.

If your readers come to you for help and advice, be helpful when you sell to them. Talk about products you know, do your research and present the product in a way that you know will appeal to your subscribers.

Be focused. Don't throw a bunch of articles with links and an ad into an email and expect it to get results. You will always get better results by focusing on one topic, one product offer and one link at a time.

Clear call to action. Don't just throw your link into an email and hope it gets clicked. Even if it does get clicked, without a clear and compelling call to action, not much will get done. Tell your readers that you think they should buy a product. Tell them if it is a limited offer or why it's important to do it quickly.

Segment your lists. You've probably heard about being targeted before, but go the extra mile and see just how much better your results are.

If you have a general "weight loss" list, it's hard to know exactly what that entire list might be interested in.
However, if you have a list of customers who have already purchased a post-menopausal product or sign up for a free post-menopause report, you know what kind of products to promote that portion of your list.

The biggest take away is targeting and knowing what your subscribers want. The more you know that and the better you can speak to their needs/desires, the more you're going to sell to them.

Unexpected Ways to Boost Conversions

There are many blogs out there that do *nothing but report split test results.* You can learn a lot of unexpected things from reading these tests, including some really creative and outside the box ways of increasing conversion rates.

Here are some unique ways to boost conversions.

Improve Conversions … By Going Below the Fold?

We've all heard that the call to action should be above the fold. It's in every basic internet marketing book, every introductory copywriting course, every guru's "method" or formula. But in some cases, this rule of thumb just doesn't pan out.

In this test, ContentVerve found that in some cases going below the fold actually drastically improved conversions. This primarily applies to extremely complicated offers. If someone doesn't even understand your offer yet, asking them for their information upfront can be premature.

Instead, taking a page or half a page to explain your value offering *then* asking for the opt in sometimes works a lot better. In this case, conversions were boosted by 304%.

Boost Conversions by Creating an Extra Level for Your Product

Let's say you have a Silver package and a Gold package.

Your Silver package sells for $47 and your gold package for $97.

If you're looking for ways to boost conversions *or* to get more people to buy the Gold rather than the Silver package, this technique could be a fantastic bottom line booster.

Basically, you create another product and price it at slightly below your higher end product. For instance, in this case you might do something like Silver for $47, Gold for $89 and Platinum for $97. The Gold package would be far, far inferior to the Platinum package.

Customers think to themselves: "Wow, Platinum is a steal at only $8 more. It has all the features I want." The feeling of it being a bargain carries over so well that they're more likely to buy the Platinum package than if you just had two options, without the third, slightly inferior, product.

Selling on Authenticity, Not Price

In this test for ExpressWatch, Visual Website Optimizer discovered that some customers care a lot more about authenticity and trustworthiness than price. This is especially true in the watch market, where so many fakes abound.

In this test, they took a prominent widget that sported a badge proclaiming the company's low prices and replaced it with a badge that proclaimed that they were an authorized dealer. It used deep blue, a colour generally associated with trust.

The results? Conversion rates more than doubled, going from 1.81% to 3.76%, a 107% increase.

Simple Words Make a Big Difference

One theme you will notice time and again through reading split test results is how big a difference call to action buttons can make. You wouldn't expect it to – After all, in a 20 page sales-letter, how likely is the difference between *"Buy it Now"* and *"Try it Free"* going to be?

The difference can be *huge*. It can be as much as 20%. Meaning if you're doing $100,000 a year, that's an extra $20,000 in your pocket that year.

For example, take the test LiveChat conducted.

Just by changing their text from *"Free Trial"* to *"Try it Free,"* they boosted their

conversion rate by *a whopping 15%.* For a company the size of LiveChat with over 1,600 customers, an increase of 15% is enormous.

The list goes on and on.
There's a lot you can learn by reading split test results and looking for tactics, principles and techniques that you can apply in your own business.

OK …. That's it Folks, I hope you got some great value from this short E-book.

If So … Please share it with your Friends. Family & Associates, and don't forget to check out the 'Resources' below as there's even 'More' Free-stuff to be found there!

www.checkfred.com

E-mail Marketing??

Can It Really Make Me Hard Cash?

Click Here To Confirm

This Book Is Presented To You By The Fred67.community @ FRED67.com

Resources;

FRED67.com Homepage

The Free E-Library

The Free Work-At-Home Business Development E-Library

The FRED67 Community Newsletter

FREE! E-mail Marketing Course For Profit