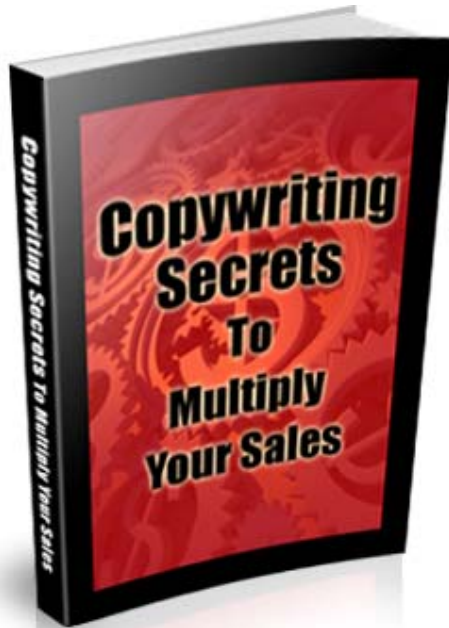


Copywriting Secrets To Multiply Your Sales



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**“Discover How To Take Your Business
To The Next Level!”**
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The ads on page 8 and 10 are from the project of the Digital Scriptorium Rare Book, Manuscript, and Special Collections Library, Duke University

Copywriting is the life blood of any business.

Suppose Marilyn Monroe or Julia Roberts were small town girls watched over by jealous fathers. Would you even know about them? Advertisement does to your products what movies did for these film stars—when you fall in love with *Pretty Woman*, you don't even notice the great script, deft touches by the director, and those clever camera angles. Your product is your Julia Roberts. You are the director, you are the cameraman, and you are the script writer. The fate of your product rests in your hands—what power, what *responsibility!* **Without a copywriter, the swan will remain an ugly duckling.**

Joe Crossman, author of *How I Made \$1 Million in Mail Order* tells us that for six months he had been trying to sell things through mail order. He had not made any money and he was on the verge of quitting. Then someone offered him earrings with bells. It was a *failed* mail-order product. He turned it into a historic success by simply renaming it mother-in-law's earrings in his advertisements. He found his most eager customers among the newly-weds—and the rest, as they say is history. This is the magic of copywriting.

The next few decades saw the marketing and buying of over 20 products and his dexterity lay in selling about a million units of each product. It did not take long to establish him as a noted marketing guru of the century. This is one example of his copywriting acumen:

ATTENTION ALL HOME BASED BUSINESS OPPORTUNITY SEEKERS! CREATE WEALTH LIKE THESE VARIOUS OFFLINE GURUS. PROGRAM CRITIQUE HIGHLY RECOMMENDS THE FOLLOWING HOME BASED BUSINESS OPPORTUNITY. THIS IS AN ONLINE AUTOMATED SYSTEM THAT WILL MAKE YOU \$1,000.00, \$3,200.00, OR \$9,700.00 PER SALE PAID TO YOU DAILY AND YOU SPEAK TO NO ONE. CLICK ON THE FOLLOWING LINK NOW SO YOU CAN GET STARTED IN THE NEXT 17 MINUTES! CLICK HERE NOW TO LEARN HOW TO SET UP YOUR OWN ONLINE AUTOMATED SYSTEM!

Gary Halbert was one of the greatest copywriters that walked the earth. He loved to teach the art of copywriting. In one of his great letters he wrote:

“I want you to imagine what the best thing in the world would be, that could happen to you from a sales point-of-view. How about this? What if some hotshot reporter who works for the *L.A. Times*, the *New York Times*, or some other big circulation magazine, happens to purchase one or more of your products and/or services... and...He Falls In Love With What You Are Selling! Whooee! He loves your goods so much he races back to his typewriter and he writes a full-page "rave review" about whatever it is you are selling. Let's say it's a book about how to make money in real estate, OK?

What would our reporter do as he starts to write his rave review? Well, maybe he'd start with a headline like this:

**New Book By San Diego
Man Reveals An Almost
Magical Way To Make Money
In Today's Real Estate Market!**

Hmm? How do you like it so far? OK, what would our rave review writer write next? Maybe something like... DATELINE SAN DIEGO. And, after that, maybe his first sentence will be something like...

*"If you are interested in making money in
real estate, there is a new book you must
read."*

And what would our rave reviewer say next? Maybe something like...

"Here's why."

And what would he tell them next? He'd tell them... why.

He'd tell how the book clearly and succinctly explains a new but proven technique that lets you buy income-producing real estate with no money down even if your credit is lousy... how this book reveals how you can always be the very first vulture at the widow's doorstep... how this book reveals an almost completely unknown and unique financing method that lets you get 110% financing on the equity of the property... how a new

"radar technique" lets you identify properties in distress in advance of when they go into foreclosure... how this reporter himself tested out the technique on page 93 and made \$17,531.19 just last Tuesday... how...

Hey, you've got the idea, don't you?

And what would our rave review writer say after all this? Simply this: What he would do as a public service is, he would tell you where and how to order this wonderful book.

There's just one problem. You see...

**All This Is Very
Unlikely To Happen!**

Sadly, there probably isn't a reporter who is going to crawl out of the woodwork and write a "rave review" of your product or service. So what should you do? Simply this: You be that reporter; you write that rave review. You publish (buy) that full-page in the *L.A. Times* or whatever.

And you make damn sure your "rave review" looks like just that and not an ad. You use relevant photos just like in a hot news story. And you use an editorial type format...

**Just Like The Rest
Of The News Stories
In That Publication!"**

Here is
 an exact
 example
 of what
 Gary
 was
 saying in
 the letter.
 This is a
 1952
 great
 Helena

An educational beauty advertisement of interest to all women

Helena Rubinstein's Beauty Page

VOL. 1 SEPTEMBER 1952 Copyrighted by Helena Rubinstein, Inc., 1952

The Helena Rubinstein Salons offer the ultimate in beauty care.

DAILY NEWS, WEDNESDAY, SEPTEMBER 17, 1952

NEW DEEP CLEANSER PROVED 50 TIMES MORE EFFECTIVE!



Beauty Calendar for September
by Helena Rubinstein

The feminine beauty news this fall is a delicate pearl-tint skin and a darker lipstick than you've worn in years. It's a seductive way to look - and a very special one. Here's how you accomplish it.

If your summer tan hasn't faded yet you can speed the process with my BLEACH CREAM. Use it on your face, throat, hands and arms to lighten a left-over tan, helps bleach freckles and other discolorations.

The lips must be very definite and boldly colored. There should be no blurring of outline. The ideal shade is Red Raspberry in my long-lasting Indelible Stay-Long Lipstick.

Don't let your daily deodorant habit get lax now that Fall is here. My new PERFUME SPRAY DEODORANT removes unpleasant odor, gives long-lasting protection, and adds delightful White Magnolia fragrance at the same time. In plastic spray bottle.

If your skin is oily use MILK-TONE, the only cake make-up containing beneficial silk protein.



Helena Rubinstein's sensational new "Deep Cleanser" penetrates deeper, leaves skin immaculate and helps prevent blemishes. This amazing new liquid also acts faster, wipes off more easily, and leaves skin smoother.

Home Beauty Treatment for Summer-Dry Skin
If summer heat left your skin feeling taut, drawn and dehydrated... a wonderful Moisturizing Treatment will help restore moist young freshness.

Start by cleansing thoroughly with Helena Rubinstein's Deep Cleanser... a new creamy fluid that softens and smooths as it cleanses. 1.50 plus tax.

Then, to avoid premature age lines, wrinkles and other age-be-traying signs-smooth "Pasteurized" Night Cream over your face and throat. This rich emollient cream penetrates the surface skin to smooth while you sleep. Its precious suppling oils bring a dewy freshness to dehydrated or aging skin. 1.50 and 2.50 plus tax.

Helena Rubinstein Formula Penetrates Deeper Into Pore Openings, Destroys Bacteria Ordinary Creams Neglect

Amazing Liquid Cleanser Costs Less Than A Penny Per Cleansing

Helena Rubinstein has perfected a revolutionary new product which makes old-fashioned cleansing creams obsolete. This new liquid cleanser penetrates deeper into pore openings and removes dirt and make-up that ordinary creams leave behind.

Deep Cleanser also destroys the bacteria which commonly cause surface blemishes (externally caused). For several years the medical profession has known that ordinary creams don't destroy bacteria, they merely work some of them off the surface of the skin. The bacteria left behind can make the skin break out.

Helena Rubinstein's new Deep Cleanser is approximately 50 times more effective in removing the bacteria! The reason is that Deep Cleanser contains R-51, a new miracle antiseptic that reduces the bacteria count practically to the vanishing point.

Results Are Fast
Tests show that after one week of using Deep Cleanser, women's skins actually acquire a fresher clearer, brighter look. And with all these scientific benefits, Deep Cleanser is a deliciously fragrant, creamy fluid that softens and smooths the skin as it cleanses. Not sticky or greasy, it is quick to spread, easy to tissue off and sets women's skins cleaner than ever before!

Deep Cleanser is so mild it can be used on the most sensitive skin!

Costs Less Than Other Cleansers
Used every night and morning, this amazing new cleanser costs less than 2 cents a day. The huge plastic bottle contains 160 cleansings and costs only 1.50 plus tax. This is less per cleansing than ordinary creams.

PERFUME QUIZ

Check below for you

- Do you feel happier in evening clothes than in blue jeans?
- Do you like the feel of silk, velvet, fur?
- Do you love to wear flowers, pretty petcoats, shades of blue?
- Do you like casual clothes and collect wonderful sweaters?

If you answer "yes" to No. 1, "Command Performance" is your perfect perfume. No. 2-you should wear "White Magnolia" Cologne. No. 3, you'll love "Heaven-Sent" Cologne. If No. 4, use "Apple Blossom" Eau de Toilette. Try the Helena Rubinstein fragrance that is yours!

New Silken Powder
Helena Rubinstein's SILK-SCREEN Face Powder is also blended with 2.00, 1.00. All prices plus tax.

Cosmetic Genius Blends Pure Silk Into Sensational New Make-up

Helena Rubinstein's new SILK-TONE is the only liquid foundation blended with pure pulverized silk! Its purpose is to cast a silken veil of flattering color - to cover every tiny line and flaw and to provide a smooth mat finish. SILK-TONE is the first liquid foundation especially created for dry skin. It contains rich emollients that act as a beauty treatment every second it is on.

Because of the pulverized silk in both these products, they have a magnetic cling. Women find their make-up stays perfect all day! SILK-TONE, 1.50. SILK-SCREEN FACE POWDER in harmonizing colors, 3.50, 1.25 plus tax.

Miraculous New Cosmetic Fluid "Lifts" Firms and Tightens Aging Contours

Helena Rubinstein's amazing new Contour-Lift Film is the only cosmetic of its kind to give you a fabulous 24-hour-a-day beauty lift.

BY DAY you use this new tightening fluid under your make-up. Immediately your skin is toned, "uplifted." Wrinkles smooth away for hours!

AT NIGHT, with Contour-Lift Film as part of your regular beauty treatment, sagging chin lines seem to vanish. Flabbiness becomes more taut. You acquire a new way to look younger - for years to come!

Contour-Lift Film comes with complete instructions. 1-month's supply for daytime and night use - 3.00. 2-month's supply - 5.00. Prices plus tax.

New Shampoos Wash Color Into Hair

With Helena Rubinstein's new Color-Tone Shampoos you can actually wash color into your hair! There's no extra process - these wonder-working shampoos intensify your hair color as they cleanse. Get your own shade - Blonde-Tone, Brunette-Tone, Silver-Tone and Red-head. 1.25 plus tax.

Want to look dazzling in a week?

Come to the Helena Rubinstein Wonder School!

We slim you, trim you, give you the youthful figure of your dreams. We show you the way to a heavenly new complexion... tell you how to glorify it with proper make-up. You learn that Fashion is a flair... how to select becoming styles and wear them with grace. And finally, we crown your glory with a new hair-do created for you alone by a Michel-trained stylist.

In five short days, you are transformed... and the secrets you take with you will keep you looking lovely all your life.

Complete Wonder School... 2 hours a day for 5 days... daytime and evening classes... 25.00. For reservations, call EL-dorado 5-2100.

Helena Rubinstein Salon 655 Fifth Avenue, New York 22

Rubinstein advertorial - look at that headline.

Imagine the effect of this advertorial on women who see the headline first thing in the morning. She is also not likely to miss the box which asks the question, "Want to look dazzling in a week?" Of course you know the answer.

The \$1,000,000 copywriting formula

So, what are the ingredients for great copy?

Copywriter guru Michel Fortin uses the acronym QUEST for his mantra of how to write great copy. This acronym means (i) qualify the reader (ii) educate (iii) stimulate (iv) transition.

First, and foremost, know your reader. It is no good advertising a moustache wax in a woman's magazine. If you are advertising in a high brow magazine, it will be a sheer waste of money to put in an advertisement with the headline:

**How you can become a great writer in
3 days!!!**

If you do, you will do it at your own risk. You are only likely to get a sneer.

If you are selling a motorcycle for example, it may be a bit optimistic to ask your reader to take out his credit card and

order now!!

But even more than this, in the age of web, we are now moving from the concept of eye-balls to the moot question—"what good are these eye balls if no sale results?" So the first step is to qualify the reader. You want to optimize your site for the serious prospects and not attract those who have wandered to your web-site. *Writing Effective Ad Copy for Your Paid Search Campaigns* (**more**visibility), has two very useful examples:

"Your ad should pre-qualify user by making sure they are ready for your landing page. Your ad should "weed out" non-qualified users. For example, if you are selling a DVD for a poker game "Sharks", your ad should not be designed in a way that fisherman looking for shark tackle would click on it. Also, if you are selling a software product that may be available as a free-ware somewhere else, making sure you include the word "buy" would help reduce clicks from freeloaders."

Mention the problem, highlight it. Look at the advertisement alongside. It is difficult to tell which will attract the reader's attention first—the photograph or the headline. But no wearer of false teeth is likely to miss the import. And then, the ad **explains the problem** "Don't blame your son, Mister, if he shies away! He wants to be affectionate! But even his little nose cannot take your Denture Breath. Avoid offending this way."

Ask anybody who has a suspicion that he has a bad breath—more likely than not, it *is* his raw nerve. So, by **empathizing** with him, you have already won the man over. The ad then goes on to give a scientific reason for the problem — "Don't trust brushing your denture with ordinary cleansers that scratch plate material. Such scratches help food particles and film to collect faster, cling tighter, causing offensive Denture breath... What is more... brushing with ordinary pastes... often wears down the delicate fitting ridges designed to hold your plate in place. With worn-down ridges, of

Time - Aug 12 45

FALSE TEETH WEARERS

How YOU Can
Avoid
The Danger of
**DENTURE
BREATH**



Don't blame your son, Mister, if he shies away! He wants to be affectionate! But even his little nose can't take your . . . Denture Breath. Avoid offending this way. Don't trust brushing your

denture with ordinary cleansers that scratch plate material. Such scratches help food particles and film to collect faster, cling tighter, causing offensive Denture Breath.

PLAY SAFE - SOAK DENTURES IN POLIDENT DAILY

It's Easy! It's Quick!

NO BRUSHING

Soak your plate or bridge in Polident fifteen minutes or overnight . . . rinse . . . and it's ready to use. A daily Polident bath gets into tiny crevices brushing never seems to reach—keeps your plate sparkling clean and odor-free.

What's more . . . your plate material is 60 times softer than natural teeth, and brushing with ordinary tooth pastes, tooth powders and soaps often wears down the delicate fitting ridges designed to hold your

plate in place. With worn-down ridges, of course, your plate loosens. But, since there is no need for brushing when using Polident, there's no danger. Besides, the safe Polident way is so easy and sure!



Later—Now it's real fun—for Dad and son! No offensive Denture Breath to spoil that precious partnership. He's one of the delighted millions who have found Polident the new, easy way to keep dental plates and bridges sparkling clean, odor-free. If you wear a removable bridge, a partial or complete dental plate, play safe. Use Polident every day to help maintain the original natural appearance of your dental plate. Costs less than 1¢ a day. All drug counters; 30¢, 60¢.

NEW!
Another
Polident Product
DENTU-GRIP
Fluorine Powder to
Hold Plates Tight

Use **POLIDENT** Daily TO KEEP PLATES AND BRIDGES CLEAN . . . AND ODOR-FREE!

course, your plate loosens. But, since there is no need for brushing when using Polident, there is no danger.”

So, what has the copywriter done? He has mentioned the problem, he has **expanded** on it, he has shown **understanding of the problem**, he has suggested to you **a practical solution**,...and can you miss the kiss? The affectionate son and a very happy father complete the picture...copywriter has **shown you the benefits** of using Polident. It is a perfect ad—except for a call for action.

Like in the above ad, sometimes concrete and emotional benefits combined may be the perfect pitch. “Your daughter is driving back in a snow storm ...would you relax if you knew you had again forgotten about changing the tires? Call 1-800-255-3322.” Now, *this* is a **call to action**. You have done everything except lift your prospect by the seat of his trousers and stand him in front of the telephone.

This call to action is one of the most important parts of an ad. Unless you create some urgency, the ad may not have the desired effect.

For example:

(i) limited time: (a) order now, (b) for five days only, (c) on Christmas eve only

(ii)Limited quantity: (a) Special edition—this tells the reader that it is in limited quantity, it is also very special, (b) 20% off to first 20 customers, (c) Very limited stock--could not be exported due to the war in the Middle East

(iii) It is a special privilege, and only those very lucky are getting it. (a) Those whose car number begins with the digit 5 should ring up within the next hour, (b) Sale extended for one day only (c) For government servants only (d) Author will autograph the first 100 copies sold.

The ad also should not be too wordy. Says Steve Cone: “If pressed to pick my all-time favorite ad, it would be one placed by Sir Ernest Shackleton, the famous early-twentieth century polar explorer. In 1913, Shackleton placed a very brief announcement in several London newspapers for volunteers for his upcoming South Pole expedition. He hoped to attract fifty to seventy-five inquiries. Five thousand hearty souls responded to:

Men wanted for hazardous journey. Small wages, bitter cold, long months of complete darkness, constant danger, safe return doubtful. Honor and recognition in case of success.

--Sir Ernest Shackleton

All three elements for promotional success: excitement, news, and a compelling call to action were wrapped up in just twenty-six words. No need to add a single syllable.”

Some people say it is an apocryphal story. Be that as it may, it is still great copy. It is the copy that gets you the business, but unless your headline is great, nobody is ever likely to reach the copy.

**“Discover How To Take Your Business
To The Next Level!”**
[Click Here To Check Out This Great Product](#)

Headlines

Some famous headlines:

- (i) "Don't leave home without it." American Express Credit Card advertisement. It was often shown after picture/clipping of a pickpocket stealing somebody's wallet.
- (ii) "There are a million and one excuses for not wearing a safety belt. Some are real killers." American Safety Council.
- (iii) "If it took six days to create the world, why should it take four weeks to get a loan?" Bank Leumi Trust Company of NY
- (iv) "When it absolutely, positively has to be there overnight. When there's no tomorrow." **Ad of Fed Ex**

Gary Halbert was, however, unbeatable when it came to the sales letter. Here are two of his headlines:

- (i) And the remarkable thing is...absolutely anyone can get one!

New Visa Card Lets You Buy Almost Anything in the World...Even if...Your Credit is Terrible And You Can't Get A Bank Account.

- (ii) Test results are amazing.

Scientists In India Discover Tiny Plant That Kills Hunger In People Who Are Overweight.



First and foremost your headline, or copy for that matter, has to catch the reader's attention. Why not something like in the sign above? Of course, if you can get a better example of a headline that will immediately catch attention, imitate it.

Yes, *imitate* it. There is no shame in copying a great style. Once in a decade or so comes a headline which is entirely original in concept, otherwise we have been improving upon or recycling headlines written 50 years ago. So, read lots of headlines, and keep the good ones. Of course, as you can frame only a limited number of copies; leave it for the great ones.

What emerges is a sure-shot formula—follow it and you can't make a mistake. Here are some well tested ways of creating attention grabbing headlines:

(i) **HOW ____ MADE ME ____**. The headline tells a story, for example, "how an idea changed my life". People love stories—they love the underdog even more. Remember this ad by John Caples-- "**They Laughed When I Sat Down At The Piano - But When I Started To Play ...**" ? They love it even more when the underdog triumphs. They have identified with him, so naturally it is their victory. And this is what John Caples did in this ad. They laughed at him, but they were effectively silenced when our hero started to play. The ad was about piano lessons.

(ii) **ARE YOU ____?** Questioning your reader is always a bright idea because it immediately focuses his attention. For example, "Do you spend your vacations worrying about your valuables?" The ad could be about a new security system, or insurance coverage, but it is bound to hit the target. You may not have sleepless nights during the vacations, but the thought does often cross your mind.

(iii) **WHO ELSE ____?** For example, who else dreams of that elusive Harvard scholarship? Well, who doesn't? So, this formula is effective in a variety of situations. For example, who doesn't want quicker promotions, white teeth, girls swooning over them, a nice figure (this one is for the ladies)?

(iv) **HOW I-----?** This one is again an autobiographical story. For example: "How I mastered my nervousness about meeting people and joined the \$one million select group."

(v) **SECRETS OF ____.** For example, "Secret Formulas for Writing Headlines That Sell." Now, this trick is based on common psychology (in fact all tricks are)—all of us feel that if only we can get hold of that secret mantra which the star/writer/CEO has, we will also be at the top of the rat race.

In the jargon of advertising, the following are called the power words:

Breakthrough
 Discover
 Discovery
 Easy
 Free
 Guaranteed
 Hidden
 Incredible
 Love
 Master
 Money
 New
 Powerful
 Profits
 Proven
 Results
 Revealed
 Scientific
 Secret
 Shocked
 Shocking
 Ultimate

Uncovered
 You
 Your

Indeed according to a Yale University study, the following words are the most powerful words in the English language.

Money
 Discovery
 Save
 Easy
 New
 Love
 Health
 Proven
 You
 Results
 Guaranteed
 Safety

David Garfinkel, the ad-guru, says in his article-- *The Secret Behind Million-Dollar Ads* (read the title again if you lightly skipped over it):

“Recently a client asked me to help him introduce a new service to Internet Service Providers. (Note: To understand what you are about to read, you should know that ISPs call their suppliers "backbone providers.") I wrote a direct mail letter and my client sent it out to ISPs. Because my client was revealing new information his prospects hadn't heard before, we used the following "teaser headline" on the front of the envelope:

What Your Backbone Provider Isn't Telling You

Was this an entirely original headline? No. **I had seen a similar "teaser headline"** on a successful mailing to promote an investment newsletter:

What Your Broker Isn't Telling You About High-Tech Stocks

So I merely identified the "secret code" in the original winning headline, and applied it to my client's market, ISPs.

The response to the mailing was overwhelming! Nearly 10% of the entire ISP industry responded to our letter -- and my client has added eight figures of new annual revenues as a result of the business that developed.”

Learn from others; there is no need to reinvent the wheel. Every headline, every copy teaches you the power of words woven in the magic carpet to bring you riches.

Testimonials

These days, in the days of scams, people have become skeptical. One way of overcoming this skepticism is by a creative use of testimonials. When a person sees that another individual purchased the product or service being offered and he found it useful, it is a great help in overcoming his hesitation. It may be something like, “Dear Jim, I was not making any money in my business, in fact I will overcome my embarrassment and tell you that I was losing money. Your program “How To Change From A Loser To A Winner In One Week” has been a wonderful help. I have made sales of \$15,000 since I applied the principles taught by you. A big thanks to you.”

It would be wonderful if the person also gave the name of his business or his address. It tells the reader that an actual person, a businessman has taken the course and benefited from it.

Testimonials are a great help—they are the friction busters in the fuel that propels your online business. Post about half a dozen good, credible testimonials on your site and see your business boom.

So, how do you go about collecting testimonials? Approach your customers. Ask them politely to leave a feedback. Promise them an ebook or some other nice gift and along with it also attach a simple feedback form. Normally, people do not write negative things in their feedback. Also, why not tell your customers—“I was wondering why my esteemed customers should be anonymous. I want to dedicate some exclusive space for your views.” See the results.

You even need not post any testimonial in *extenso*. Just post some part of it on the first page and then provide a link that says “read the complete

letter...”. That way unnecessary space is not taken by one letter, while you are able to publish the letters selectively. Only the really curious will go to the complete page.

Ensure that you have the letter writer’s permission to post his letter on your web-site. This is to ensure that in the future no privacy issues crop up.

One of the best ways in which these testimonials are used is demonstrated by Baba Ramdev, an Indian yoga teacher. His claims are that if you do the simple yoga exercises taught by him, they will cure the seemingly incurable diseases like cardiac problem, asthma, arthritis, leucoderma, etc. He gives lectures before crowds of thousands and demonstrates the yoga *asanas* before these crowds. In these gatherings one after the other, people stand up with medical certificates showing the before and after effects of practicing the *asanas*. It goes like this, “Guruji, I was suffering from high blood pressure since 1985. Doctors had told me that I will have to take the medicine all my life.” Baba inquires how much this blood pressure used to be, and where that person took the treatment. He also asks how much the blood pressure is now. The person tells the admiring crowd, many of whom are patients of hypertension that *he has now discontinued the medicine on medical advice*.

The person loves the opportunity to address the Baba before the thousands gathered there. He also loves the idea of being seen on the TV channel the next day (recordings are always aired on a channel at a fixed hour). Naturally, others perform the *asanas* with redoubled enthusiasm, and Baba’s following increases with every such program.

Tell me, when you want to purchase a pen, what are you interested in? You are interested in its writing comfort. You may be impressed if you are shown a sample of its writing. You like the smooth lines. You may be told that its grip is designed in such a way that you can write for ten hours at a stretch without your fingers tiring a bit. Here, if you want, you can add that the grip is made of special rubber tested on two thousand people. You can also tell that this was a blind test where the participants were not aware of the brands. So, here you have mentioned the features, but the buyer is interested in what—the ultimate result—which is that the pen is comfortable. Next time he visits a store, he would want to try the pen—and if you were right, he will purchase it.

Tell your reader the benefits; leave the features for the inquisitive in a separate link. If you are giving benefits to him, he will purchase your CD, your ebook, your tutorial, anything. Don't burden him with finer details. Think of the normal visitor's attention span-- if you forget, he would surf away to glory.

When you write for the web, remember it is *one* person who will come to your site and read your copy if it interests him. Address him, not the other millions who may be busy elsewhere. Address him as if you have designed the program with only him in your mind. Address him like he is present before you. Say to him—"You may be wondering, why another book on bonsai. Why should **you** buy this book when there are thousands of pages on the net on this subject? Here is why..." The beauty of this system is that even if a thousand people visit your site at the same time, you address all of them *individually*, in person.

Tell him—"I was down and out and was looking over the classifieds that morning. An ad about a bonsai exhibition caught my attention. I ignored it, as *who had the time* to waste on those small trees. I went job hunting, and well, no luck as usual. Then I decided to visit the bonsai exhibition as it was in any case free. I loved the little fellows. I also wanted my own bonsais. I talked to the organizers. I was offered a course costing \$500. I laughed—one of my bitter ones is reserved for such occasions.

"Even while I was still looking for a job, I decided to teach myself how I could create my own bonsais without spending \$500 on some course. **Last month I sold a bonsai for \$3000 on eBay.**

"I can tell you I learned it the hard way. I did not give up and I wanted to show those snooty people that it could be done without their \$500 course...."

"I have put all my experience, the mistakes that I made, the miracles that I performed, how much everything from a plant to a pot costs, how much you can make in this business **in this small book.**"

"It is not for \$500, not even for \$50, but [only for \\$4.99](#). And you need not wait for the postman. It will be yours in two minutes!"

You can write a better story. In fact, every one of us has a story in him...people are always willing to listen to a nice story. And in the end they will also pay you handsomely for it!

To make your story convincing you tell you readers to go confirm at eBay. Tell them you have a reserve price of \$3000 for your next bonsai and you hope to sell it for not less than \$4500. They will be interested in the fact that you normally have so many orders of bonsai costing less than \$1000 that you are unable to meet the demand. Include picture of a bonsai you sold which is now in the lobby of the Sheraton.

Who would give up the chance to learn at the feet of the **master** himself? That too for \$4.99! To add a nice touch, let the offer be for a limited period.

The purpose of copy is not to impress people with your erudition (don't even use such words!). Make it as easy and enjoyable an experience for your reader as possible. You are conveying your thoughts to the reader. So, try to communicate your thoughts in short sentences, brief paragraphs, and in not too long articles.

Use of bullets or numbered paragraphs makes it easier for the reader to immediately appreciate what you are advising him to do, for example:

- (i) snappy headline
- (ii) copy in first person
- (iii) address the reader as “you”, like he is getting a personal consultancy from you
- (iv) etc

See how easy it becomes to grasp the idea of what you are telling him?

Use action verbs. Use action verbs in your copy because they make sentences and statements more concise. It makes what you are saying more persuasive; action verbs are any day more convincing.

Since concise writing is easier for readers to understand, it is more reader-centered. Because reader-centered writing is generally more persuasive, action verbs are more convincing than non-action verbs. People are likely to be more impressed with *what you did*.

Facts and specifics impress people more. So, why not write “I have sold 2,153,718 copies of this book”, rather than saying “more than two million copies sold”.

One of the best ways to take the last minute uncertainty out of the prospect’s mind is to say something like—“I have staked my reputation on this book. If you don’t see concrete benefits from it within 15 days, return the book to me. You will get a full refund within the week, no questions asked.”

This guarantee is used in another way. **Free** is written in big enough letters to attract the buyer and then he is told that what he is getting is a free trial, with the promise of a refund.

It is better that you use the word **Free** only when you are actually giving away the product for free. Trust is priceless...establish it and the customer will come back. These days the canny customer is not likely to fall easy prey to cheap tricks, only you will lose your reputation.

Says Michael B. Pavlish, “Never stop looking for things that can have a significant impact on the bottom line, and never stop testing them. To that end, here are the top 5 test suggestions for copywriting that can economically and significantly increase response and profits:

1. Test the big things – list, headline, offer, formats, and copy – to get big results. This is self-explanatory. Don’t test little things that can only make small improvements until you’ve tested the big things.
2. Constantly test new headlines. Thousands of tests have confirmed that changing nothing but a headline can increase response by up to 400% or more! These are numbers to get excited about! That’s the only reason you should need for constantly testing new headlines.
3. Constantly test for new mailing lists. Almost nothing can impact your results more significantly than finding a great new mailing list. A mediocre package can work great to a great list, but even a killer package won’t work to a bad list. Also, after finding a new winning copywriting package, go back and look for borderline lists from previous mailings with the old copy to retest the improved new copywriting. For example, if the new copy beat the old copy by 30%, lists that fell short by 25% with the old copy might now work with the new copy.

4. Test new offers ... or the existing offer presented in a different way. Buy one, get one free? 50% off? Save 50%? They're all the same, right? To us, maybe. But not to customers. Test different offers.

5. Test new copy and graphics for the outer envelope. Envelope copywriting tests can be the most economical tests, yet can provide a significant boost to help keep a control "fresh." Things to consider testing are envelope size, copy, and overall graphic theme. Consider these proven test ideas to give the promotion a boost: (i) Convert your regular envelope package to a "magalog," and vice-versa. (ii) Use action devices like stickers. (iii) Test a new headline. (iv) Try a "Club" approach -- maybe with a monthly shipment. (v) Free trial offer. (vi) More/better customer testimonials. (vii) Totally new theme. (viii) Personalized letters/inserts. (ix) "Official" looking copy and graphics.

No copywriter worth his salt lets the copy run without testing it for responses. The following are the two systems favoured by copywriters:

Level 1: A/B Split Testing—Simple test of one element of a page against another to see which is more effective.

Level 2: Multivariable Testing or Multivariate Testing—Testing more than one element at a time to test new page treatments or offers.

A/B Split Testing

In the AB split testing you divide your visitors randomly into two groups and show each group a different version of a page—the variations may be of many types from color, to font, to offers of gifts. Purpose is to see as to which version results in higher conversion, average order value, application completion, or other target. Analysis of different results would create a summary that describes the impact of the A or B page version.

For example, you can tell whether the changed layout is making any difference or not. The two versions are shown to visitors normally called the A or B test group. They are observed on their visit, sometimes on several occasions to assess their reactions, especially to see as to whether they are likely to purchase anything after visiting the page in its existing or new format.

One fault of this system is that it requires very large samples (number of visitors-often more than 10,000) for satisfactory test results. Unfortunately

effects of many changes cannot be measured. The test is bound to take a long time and many factors affect the purchasing behavior. For example, people are more likely to spend during the festive season.

Multiple Variable Testing or Multivariate Testing

Multiple Variable Testing identifies the different factors on a page and then helps you find out as to which factor is the strongest.

A better way is to test elements on the page in different combinations of designs, etc. This approach is called Multivariable Testing and it allows you to test the elements on a page that you believe impact sales. When planned and executed carefully, Multiple Variable Testing virtually guarantees a positive change over your existing page.

A Multivariable Test on a product landing page might test the product image, the headline, and the product description copy. The goal is to create the most compelling page possible so that visitors to this page, often paid for through search or banner advertising, convert to customers at the highest possible rate. Two or more alternatives of the picture, description, and headline are created and a page is composed for every combination of these elements in each of their versions. If there are 3 elements with two alternatives, this requires 8 combinations or “recipes.”

By splitting the traffic randomly and showing each visitor only one version, we can determine the optimal recipe. The advantage of Multivariable Testing over AB Split Testing is that you can nearly always find a recipe that outperforms existing. The problem with Multivariable Testing is that if you have more than three elements or more than two alternatives, the number of combinations becomes so large that it takes too many visitors to run a conclusive test.

So, in conclusion, here’s to your copywriting. May the sales multiply!

**“Discover How To Take Your Business
To The Next Level!”**

[Click Here To Check Out This Great Product](#)

