

Put Money In Your Pocket With Sizzling Sales Copy

Every self employed person needs to learn how to write successful sales copy. Sales copy is a different style of writing. Just as I had to drop the academic boring writing to the more conversational writing you're reading now...I had to learn to spice up writing when I wanted to sell something.

For each product/service you would like to deliver to your customers, you'll need to write a sales letter – start out with about 1,000 words, as you get practice, you can make them longer.

Here are my four best tips to get you started:

1. You gotta get their attention with the headline:

Would you bother reading a page about this? “5 Ideas for Home Based Businesses.” Maybe. How about this one? “Why Home Based Businesses Are Raking In More Money Than Ever Before.” Or, “Smart Tips When Eating In Airports” compared to “What Never to Eat Before Boarding a Plane.”

Your headline must get your readers attention. Then it can get them curious, introduce a compelling idea or make an offer.

You don't want to “trick” the reader. Be authentic. But spice it up with power words. Here are some to get you started: “You owe yourself a _____.” “Straight talk about _____”. Here are some power words you can use anywhere in your copy: energizes you, relieves stress, a smart buy, knocks your socks off...are you starting to get a feel for it?

2. Focus on the readers “pain” or problem that you can solve. We all make purchases from emotion. Then we justify them with logic. A good sales letter moves the reader from emotion to desire to action. Want proof? Think about the purchases you've made lately, particularly those in response to a sales letter you read.

Even better...start collecting those sales letters that get you to take your credit card out of your pocket and buy. What is it about the letter that appealed to your emotions? What pain/problem were you looking to solve?

3. Why you?

What makes your service/product unique? What is your Unique Selling Proposition? This is what you will build the sales letter around. You must make the reader know that YOU or your product can solve their pain/problem.

Maybe you've have had a similar pain/problem and have turned it around, perhaps there is strong research evidence available about the product you are selling.

Testimonials can also boost credibility in your sales letter. If you use them be sure they are specific, address only one benefit and have a full person's name, city and state.

4. It's All About the Benefits NOT How You Deliver Them

Here's where most of us trip up. Many of my clients focus on the features of their products/services rather than benefits. For example, in a home study kit on "How to Make Money Online", the features may be a 100 page workbook, 2 audio cds, 5 worksheets and 2 bonuses. That's nice but what do I GET if I buy it? What problem do I solve?

Benefits are the specific advantages your customer/client will receive from your products or services. In the online home study kit example benefits might include: make money from home with no commute, create passive income that brings in money while you sleep, pay off your debts putting in only 3 hours a week online.

If you can show that your product or service will: make someone money, help them lose weight, get them healthier, make them more popular, improve their appearance, save them time, or make something more convenient for them, you'll get their attention.

People don't care how you are going to fix their problem...they just want to know you can.

What service or product are you ready to offer? Go ahead. Write your first sales letter. Sure, it will feel like riding a bike for the first time...you'll be wobbly...it'll take time and a few revisions. But after you've written five or so, you'll be able to crank these out in no time AND you will put money in your pocket while serving others in your unique way!

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Ann delivers smart, simple ways for people to acknowledge what they love to do and do more of it. Her articles, products, and books have motivated and inspired readers in numerous print and online publications. She regularly leads coaching programs, tele-seminars and live retreats, bringing the message to audiences internationally that living a passion-based life will bring prosperity and success.

She was recently selected from a nationwide search to be featured in Discover Your Inner Strength. The book features best-selling authors Stephen R. Covey (Seven Habits of Highly Effective People), Brian Tracy (Million Dollar Habits), and Ken Blanchard (One Minute Manager). <http://www.authenticlifeinstitute.com/selfemployment.htm>