

No Cost Income Stream Blueprint

Part 10: Product Launch - Copywriting B

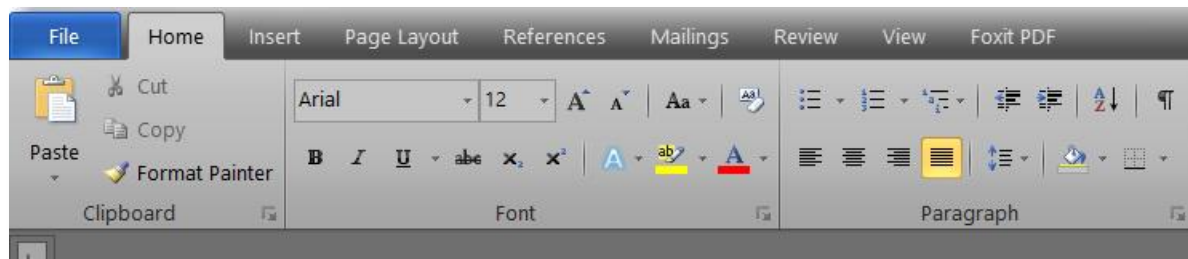
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Now we are going to discuss sales page tips. Things to keep in mind as you write your copy. Some elements you want to have on your page after you have written really good sales copy. The first thing is you always want to use a reader friendly font. Some examples include Arial, Verdanda, Courier New, Times New Roman, and Tahoma. The font for these reports is Arial, size 14.



These are really good fonts that are easy on the eyes. You want to stay away from script and cursive types of fonts. If it is difficult for them to read, they aren't going to continue to read it. Offer a black font on a white or light colored background for the best results. White or light gray is a good option. Avoid a black background with a white font or a red background with a black font.

Highlight your hot buttons. These are the phrases that really drive home a point to your audience. These words should stand out on your sales page. Often, people are skimming sales copy so by highlighting them, you can draw them in. They should stand out so that their eyes will naturally stop at those locations in the sales copy. It will suck them in deeper to find out the problem and what the solution is.

You can make those phrases stand out with **bold**, *italics*, **highlighting**, or making them a **different font size**. This will make them jump out at people. You want to make sure your headline pops out at people. We already covered that earlier, but we want to go back to making sure that is happening. It is vital to your conversion success.

Try to promise some type of benefit or reward for reading that page. Lure the reader into our copy. In the headline, **use red font for example so that things pop off the page.**

Bad headline example: Send Large Files to your Friends

Good headline example: The Easiest and most Trusted Way to Send Super Large Files or This Makes All Other File Sharing Applications Obsolete!

What you've done is let them know that there is an easy and trusted method to send their files to their friends. Those headlines are going to draw in those that feel like they are missing out on something. They want to ready your copy to find out what you are talking about. They want to find a solution to their problem.

A bad headline is merely a feature of the product. A good headline helps to drive home the bigger picture of what is being offered. You have instantly drawn people in. You also want to create reader friendly paragraphs. Try to restrict them to 4 to 6 lines each. You don't want to have long copy that is 10 to 20 lines per paragraph. That is just too hard on the eyes.

People aren't going to read it if the headline doesn't pop at them, if the font isn't good, if the hot buttons aren't in place, and if you have long paragraphs. These are all factors that work with each other. Vary the length of your paragraphs but keep them short overall. Limit them to no more than 6 lines. Sometimes, have a 1 line sentence that will flow naturally and that will attract the eyes.

Another thing to do is to use sub headlines so that you can continue to draw people's attention to your copy. Use bold or different colors so that they will jump out at them. Use bullet points so that you can make a list of what your product does. They can drive home a benefit of the product or what they will get out of your training.

A numbered list is also a good choice. Try to center the list or the bullets. Try not to over use these options though. If you do, it renders them useless on the page. If they are being used over and over again, they no longer draw attention.

Create hope for the reader. Offer them convenience, comfort, and freedom from what is a problem for them. Create the hope that your product is the solution they have been looking for. Create sense of urgency as you do your sales page copy. Offer incentives so that they will take faster action. Possibly take away a bonus if they are slow to act.

Let them know about a future price increase. The price can go up and that will encourage them to take action now. Be the authority! Drive home that you are there to help them, that is really important. You are the expert

and you can help them. If you can portray that to them, they are going to pay attention to you.

Study effective sales copy to become better at writing it. Study what top copywriters have done, it is key. Research Gary Halbert, John Carlton, and Bob Bly. These are some of the best copywriters out there. You can do a Google search and find various examples of their sales letters. You can Google old sales copy from old ads to find very good material that still works today.

Good copy stands the test of time. It may seem all very mundane at this time, when your goal is to get your product out there. However, good quality copy is going to help you get your sales accomplished. If you can do it yourself, it won't cost you any money.

Take the time to proofread your copy as bad spelling/grammar will crush your credibility. Proofread it before you send it out to make sure there aren't any errors. Be unique with your selling proposition or USP. What distinguishes you from the crowd? Is it the way you found your solution? Is it the way you offer the materials? Think of creative ways to differentiate yourself when possible.

Encourage them to buy from a competitor, with the confidence that they will come back to buy from you. That is a very bold statement to make that they will notice. Tell them to go to the competition and that you know they will come back. It is edgy but it shows that you have confidence in what you offer.

The last part of the sales page is to test how your copy works. Get traffic going to your sales pages so you can test conversions and sales. Another thing to offer is a money back guarantee of at least 30 days. That is going to eliminate all risk, and we covered that in a previous lesson. It takes away the doubt in the reader's mind.

So now we are going to move on into part #3 of this training. We are going to pick up with the sales copy from start to finish in the next lesson. I am going to go over each and every element so you can get a live example of what your sales copy should look like when it is completed.

Special Bonuses:

1) How to build a real Internet business (Thousands of people have taken this free course and succeeded!)

[Click Here to Get Your FREE Bonus Lessons](#) (\$197.00+ Value)

2) \$100/Day Complete Video Series for FREE - [Click here](#)

3) FULL TIME Income from PLR - FREE download - [Click here](#)

Resources for you:

1) [Coaching for Success Online](#) – Coaching from three real-life marketers, and the reseller content for you to start selling right away!

2) [Domain registration](#)

3) [Web Hosting](#)

Coupon Codes:

TAKE25PERCENT (25% off your entire first bill. Hint: prepay for a year or two and lock in the savings!)

HOSTINGSECRET (\$9.94 off)

REALRESELLER (\$24.94 off reseller account)

4) [AWeber List Hosting/Management](#)

(The paid hosting options are not required for this No Cost Income Stream method, but if you can afford it they are highly recommended for the long term success of your business.)

5) [Push Button Marketer](#) - Automates tasks like email, writing, creating websites, checking stats, blogging, website maintenance, posting ads, research, product reviews, and so much more.

Recommended Websites:

Eric Holmlund – www.EricsTips.com

Paul Counts – www.PaulCounts.com

Jeff Wellman – www.IMSuccessTips.comD