

# No Cost Income Stream Blueprint

## Part 9: Product Launch - Copywriting A

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**In this lesson, we will be covering part #3 of the No Cost Product Launch**, which is all about copywriting. It is essential to any type of product launch, anything you sell on the internet. Even small items that you sell on Amazon for example. You need to have written copy, it is a way to persuade people to invest in what you offer. This is step #3 where you launch your product.

The first part was to choose your profitable niche market. The second part was to go over which kind of product you want to create and to create that product. At this point in the process, you should already have your niche market selected. You should have your product created. You can't create your copy without having a product created and ready to sell.

This is how you persuade visitors to buy –with your copy. Anyone can become a great copywriter with practice. You don't need to have a literary degree; you don't need to be a Linguist expert in different languages. You can become a good copywriter with just a little bit of effort and practice. Perfecting good copy will help you to go far with your online business.

In fact, it has been said by many great internet marketers **if you really want to get good at one thing, it needs to be good at copy**. This enables you to convert browsers and visitors to buyers. If you can do that, the world will be your oyster when it comes to making money online. In this lesson, we're going to cover the elements of writing good copy.

The beauty of this is that with these principles, you are going to be able to start writing really good sales copy for the product that you just created as

part of the No Cost Product Launch. There is also no cost for you to get started writing your own copy. At the very end, we will get you started writing your own copy. You will have enough information to do so, as I am going to show you the process I use to write very good copy.

To get started, we are going to look at the AIDA copywriting basics. AIDA is the basis for all good sales messages. It is an acronym, it stands for:

- **Attention** – You must get your market to read your information. Your headline needs to be able to draw them in. The top paid copywriters admit that they spend most of their time on the headline. It is extremely vital to the overall success of a sales letter. If you don't have a powerful headline, they won't listen to the rest of the copy. Niche research helps you to know what your audience wants.
- **Interest** – Grab them with a compelling story. The reason why you created the product or that you put the materials together. Think of a reason to get them into your product. Let them know right off the bat why they need your product. That is going to get them to look at it closer. What types of benefits can you offer them? Will they have better relationships? Feel better? Sleep better? Have more energy? It makes a big difference.
- **Desire** – Paint a picture in their mind of how their life will be better. If their dog is barking all night, and your product helps to cure that, they will wake up rested. They can finally get a good fully night rest. They will be happier and they will be more successful at work and even in

personal relationships. Be very specific with the examples you use to help you paint that picture of what they gain with your product. You also want to offer a guarantee of some sort. That is going to give your product more credibility. They are going to know that they don't have anything to lose. You can't guarantee that they will get results such as making a certain amount of money or losing a particular amount of weight as that can get you into trouble with the FTC. What you can guarantee them is that they are happy with the materials you presented. If not, they can get their money back. That takes away the risk that they could lose their money if the purchase doesn't work out.

- **Action** – You want to encourage your audience to take action and to purchase what you offer. All of these pieces work and the formula will help you to be successful. This is the main principle and basis for all of your copy throughout the course.

Here are some copywriting questions that you want to ask for this step #3 of the No Cost Product Launch:

- Who are your prospective customers?
- What issues are they struggling with? What is their biggest problem?
- What are their desires, occupations, etc.?
- How is your product or service different than what others offer?

You need to be able to answer all of these questions before you write your copy. Review other pages of copy in your niche market. Then you can use

them as an example to help you create very good copy for your niche market. Review the sales page of similar products so you know what is out there. Then think about ways you can make it better!

Why should a prospect have faith in you? Be sincere and professional so that you can sell to them. **You need to have credibility** so if you don't have the expertise, use expert interviews to help you build that credibility.

Talk to your audience just like you would talk to a friend. Be calm, cool, and collective. If people feel like they are being sold to, they won't have any part of it. If you talk to them like you do a friend, it will be better received. They will be inclined to take the desired reaction. Empathize about their needs so that you show you understand what they are going through. Let them know that you understand and that you want to help.

**Persuade your audience with benefits.** Give them logical and compelling reasons why they should buy. Give them all the benefits in the world that you can think of that will help them to see why they must buy your product. You want them to feel like they just can't do without it!

This method works with anything you can think of. It works with getting your dog to stop barking, relationships, internet marketing, improving your golf game, etc. Any niche you decide to go into, this is very important to include. You need to be able to persuade with good benefits in your copy.

Prove that you can be trusted. Use testimonials, pictures, and other materials. They won't buy if they don't think you are credible. Here are some more questions that you should ask yourself before you write copy:

- **What are all the benefits that the product offers?** Benefits are what a person gets from your product, not the features so don't confuse the two. Benefits can include financial freedom, confidence, weight loss, more energy, etc. Features include the number of pages in the e-book or the length of a training video. Talk about the benefits much more than the features.
- **Does my headline do a good job of pulling people in?** It is important so that they will continue to read your sales letter. Paint an image of your customer's life so that they feel that this product is exactly what they need.
- **What might your customer's objections be?** Walk in their shoes for a moment. Think about the types of questions you have before you buy products. Is there a guarantee? What is the turnaround time? You can point out negatives that you see within your market and spin it into a positive. Research your market in forums so that you can find what customers are objecting to.
- **Why should your prospect act now?** That is a really important question. What will encourage them to buy NOW? Will they get a lower price now? Will they get a bonus if they act fast? They can't

keep suffering from their problem so give them a reason to take action immediately.

It does take effort to write your own sales copy. You need to be willing to put forth this effort. Take this slowly if you need to, don't rush it. Be steady and work on it consistently so that you are moving forward.

As we move onto part B of this, we are going to talk about some sales page tips to keep in mind with your copywriting. We are going to break this up into a couple of parts so it won't get too long for you or become overwhelming. I want you to be able to continue moving through the process of getting your sales copy written.



## Special Bonuses:

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

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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](http://www.EricsTips.com)

Paul Counts – [www.PaulCounts.com](http://www.PaulCounts.com)

Jeff Wellman – [www.IMSuccessTips.com](http://www.IMSuccessTips.com)