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## Web Copywriting: Essential or Not?

When it comes to web sites and blogs. Copywriting or ad copy is very important. Although many sites are very much video based. It is still very important to create real copy from you. It is not recommended to copy and paste content that you may have found online. Come up with your own ideas and put them on paper. After all it is only you that knows your business and what you have in mind for site content.

Here are just a couple of reasons why original web copywriting is not only important, but essential to the success of a web site.

Firstly, original copy helps to make the website stand out from the millions of other sites that are already up and running. Even if the subject matter is the same that is found around the Internet, original copy is the chance to put the data into word combinations that are a little different. When the content of the site is not a copycat of thousands of similar sites, the chances for ranking higher on searches is much better.

Along with making the site stand out a little more, creating original copy also makes it possible to use keywords to the best advantage. This can also help to push the ranking up a few more notches in search engines.

**(Keywords are the words that are used to reveal the internal structure of the writers reasoning.)**

Strategically placing keywords that are part of common searches online help to improve the chances of showing up in the top ten results. Higher rankings mean more visitors. If the purpose of the site is to market an idea or product, this is a very good thing.

One thing to remember is that any copy created make sure if you are placing in an image on your blog or website. Make sure the text with your keywords is placed in text tags. **(Google can not read any text placed in images)** and you want them to read your keywords for better rankings. This is very important. Also try to make sure that key words are used in your copy once per 100 words.

Drafting original content makes it possible to show the world what you have to offer in the way of ideas, style, concepts and opinions. You simply can't do that if the content is borrowed from another source. Only you know your product, service, blog website better than anyone else. So it is only you that can get the point across to keep your visitors or viewers engaged.

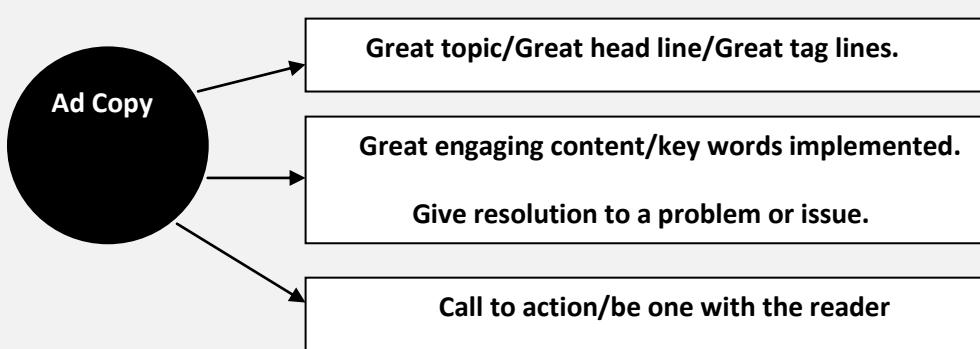
## How to Mind Map Your Offer and Craft Your Sales Copy Flow

Mind mapping is very important when it comes to creating effective sales copy. Mind mapping is the documentation of a collection of ideas, concepts, or words that all relate to some type of central understanding of what you want to get across to your audience.

Mind mapping can provide some interesting and unique ways to identify the benefits of your product or service that will attract the right consumer market. Here are some ideas of how to use the mind mapping approach.

1. **Identify your central understanding.** In this case, that would be your product offering. This will serve as the point of destination that all other attributes will map back to. Keeping your product as the central focus will make it harder to drift during the course of identifying elements for your sales copy.
2. **Use single word designations to identify the main functions of your products.** This broadens on the central theme, but is still vague enough to allow for more investigation. (**You will also see by doing this step, some of these words will actually be keywords for your copy as well**).
3. **Take it one level deeper.** Within the context of those broad themes or ideas, provide examples of how your product benefits work. For instance, if you are selling a carpet cleaner, one broad theme may be the deep foam action. Drilling a little deeper, you can also note the foam lifts dirt easily from both carpet and furniture upholstery.

By mind mapping, you are not only helping yourself to visualize the flow of the text, but also using words to create images for the reader that he or she can easily relate to. The more you can describe the more they can visually see it. (**Truly seeing is believing, and believing is buying!**)!



## The Four Ps of Web Copywriting

When settling in to draft original copy for a web project, it is important to keep the four Ps of Web Copyrighting in mind. In fact, using this simple formula will make all the difference in how well you stay on track with your objectives.

Here are each of the four Ps along with a simple definition.

1. **Problem** – Create a resolution to ones troubles or problems. You must first convince the buyer there is a situation that must be addressed. This situation or problem helps to set up a sense of urgency, indicating action must be taken in order to take care of the issue at hand. Once your copy presents this problem, then you can begin the process of convincing the buyer **YOU HAVE THE SOLUTION!**
2. **Promise** – Your promise is that the subject matter of your sales copy is going to make everything okay again. For example, if you presented the problem of Web Hosting downtime and lack of support, you now promise that your product and service provides the best solution available. (In this case [www.gogvo.com](http://www.gogvo.com) offers the best web hosting uptime guarantee with backed by the best live support in the industry)!
3. **Proof** – Having made a promise or claim, it is now time to put your money where your mouth is. In other words, you are going to present all the reasons why your solution works better than anything else. Here is where you make your solution irresistible to the consumer by pointing out how quickly and easily the problem can be made to go away.
4. **Price** – After making all the benefits clear, you add the icing to the cake. That is, you make note of what a small cost is necessary to obtain all these wonderful advantages. The idea is to convey that your solution is worth every penny of the cost, even if it may be a little more than some of the similar but obviously inferior products offered by the competition. (**Find your competitive advantage and display it!**)

This simple formula can be utilized with just about any type of situation where you want to present an issue and then offer a kick ass solution. Give it a try. Think of a single problem and then see where this process takes you. The results will be a pleasant surprise.

## Can Great Headlines or Tag Lines Make a Difference?

**ABSO...FRIGGIN...LUTELY!**

**You have 3 to 8 seconds to captivate your viewer to have them continue on your page or site!**

No matter how well your copy and content is, a headline or tag lines will always grab attention, and make a huge difference. Of course, you want to grab the right kind of attention. That is, you want the reader to be attracted by the headline and thus want to read the body of the text.

**Tip # 1 – Keep it simple, stupid.** (The old KISS principle) When it comes to your headline, don't get too prolific with the word count. Choose your words carefully and use no more than you need to grab attention.

**Tip # 2 – Make it relevant.** Headlines that are misleading may grab attention quickly, but you will lose the reader in just a few seconds if the content has nothing to do with the promises made in bold. (Your headline or Tag)

**Tip # 3 – Make the headline memorable.** You want people to recommend the content to other people. If the headline is boring with the reader. Make the headline zippy and something people will want to repeat. You want it to be memorable and recognizable.

Headlines are often overlooked as being unimportant. Headlines can play a huge role in grabbing attention. With KICK BUTT copy, a great headline can make all the difference between success and failure.

Headline Example; **Grab Your 30 Day FREE Web Hosting Trial Today!**

Tag Lines within the same page;

1. **All Business Building Tools Included With Your GVO Web Hosting Trial!**
2. **So Much More Than Just Web Hosting!**
3. **Marketing Tools to explode your business!**
4. **Live Training All Included!**
5. **[www.gogvo.com](http://www.gogvo.com) is truly your one stop shop for much more than just Web Hosting!**

Just an example of what can capture an audience that is interested in Web Hosting.

## The Compelling Story Technique

GREAT copy is going to tell a story. Just how well that story is told makes all the difference in whether or not a prospect turns into a customer.

Here are a few tips to help you tell your story in a way that will hold the attention of the prospect and keep it all the way through to the close of the sale.

First, set the stage for your story. The idea is to grab the interest of the reader by presenting a situation that he or she can relate to. Create a problem that must be resolved. The more your prospect can identify with the problem, the better your chances are for them to keep reading.

Next, offer the ideal solution for taking care of the problem. In a sense, this is your time to shine. Your chance to work in all the good qualities that make your solution the perfect way to deal with the problem. Start building confidence that the solution really will work.

(Testimonials, video, picture and text will also help with credibility and social proof)!

Example; If you can not get video tesimonials make sure to at least use picture and text.

Also everyone uses the word Testimonials...try using a different title something like (Customer Stories).



Marcelo from Brazil!

GVO offers great services! With all of its live hands on training I now have my Blog, web pages and virtual conferencing all set up.

Now my business is on auto pilot and I'm cashing in!

Last, go for the sale. Recap all the great things it will do, and also note how reasonable the cost will be. Once you have established this sense of urgency to own in your prospects, they will quickly become loyal customers who will gladly share your good name far and wide.

## Sales Copy with Power Benefits Recap!

In general, your sales copy has only a few seconds to grab the interest of a prospect and move them along to closing the sale. That means you have to provide a quality introduction to what you have to offer and follow it up with all the reasons why your product should be chosen above all others.

Here are some simple ideas on how to introduce your offer and quickly instill a sense of urgency about those power benefits.

First, don't spend a lot of time on fancy words. Write the copy just as if you were speaking to the consumer in person. This will help you to avoid using too many words, and especially to stay away from using too many technical terms that could turn off your prospect before you ever grab their initial interest. Letting the consumer know they have a problem and you have a solution.

Next, get into the meat of that solution. Point out the main benefits of the product in question. Relate those benefits to common situations that come along with the problem.

Third, toss in some added power benefits. These can be anything from pointing out the time saved, money saved and even profits earned.

Last, recap the benefits. You can use a summary format for this, perhaps even a bulleted list. This helps to reinforce the benefits in the mind of the reader and prepare him or her for the close of the sale.

Using this technique will make a huge difference in the way your prospect responds to your product, and how quickly you can move on to closing the sale.

## Prospects Still Have Doubts?

So why are prospects still hesitant?

Consumers always have objections. It is a fact of life. It is also a fact that you overcame some of them in your copy already. What remains is to address the remainder of them and thus remove all obstacles to the final sale. Here's what you need to do.

- **Give bonuses** – In other words, provide added value to the benefits. Give something away for free, a report, an eBook etc.
- **Give long period of money back guarantee** – This will often hook in many consumers who are sitting on the fence. If you are willing to provide a six month money back guarantee where the competition offers thirty days only, you build a lot of confidence and credibility with the prospect.

- **Offer trial for monthly memberships** – this may be a short trial membership that is free for the first month
- **Show testimonials from experts** – People like to know that some type of expert thinks the product is a good choice. Your experts may be professionals who use the product, or even researchers who can point out some of the more attractive characteristics of the product.
- **If it's software, give a demo** – A quick and partial test run can remove fears that the product may be too complicated for the prospect to figure out. Show just how user friendly the product really is.
- **Building know like and trust with your viewers is very important** – Build it through video – build it through blogging – forms and Newsletters.

### Act Now - Not Later!

One of the goals you have for your sales copy is to compel the reader to make a decision now. If a decision is not met, make sure to have a capture form on your site or blog. This will also help create a killer list of hot leads for you. Have them optin and leave you a name and email address in return for a trial/demo/free gift – report – e book etc. All too often, copy builds an excellent case for considering the product, but does not follow through with that little added extra that pushes the prospect off the fence and into making a decision to buy. Here are a three basic ways to make sure your prospect does not get away, and becomes a devoted customer.

You can also offer something that must be taken advantage of right now, such as a limited time offer of a discount on first purchase, or free support for a month. Everybody likes to get something a little extra when buying a product.

## Examples Of Great Tags:



Look around the Internet for some other examples. You can pick up some great ideas for your own copy by seeing what others are doing. (Don't copy! Use your own thoughts and words)

## Final Tips and Tricks to Improve Your Content and Sales Copy!

Of course, there are a few ways you can enhance the effectiveness of your copy and thus extend that life for a bit. Here are some ideas:

- **Add video** – Make your text come alive with video presentations that include slides, animation, and live action sequences. These can be positioned toward the end of the piece, or strategic points along the way. (**GVO Web Hosting has a complete video producing system included with their Titanium Hosting package. It's fun easy and does create great results!**)
- **Add photos** – If video seems like a bit much, then come up with photographs that will help to drive home key points in the flow of the text. These add a bit of visual spice. Best of all, you can change them out with relative ease, and give the appearance of your content a fresh look from time to time.

- **Use new fonts.** This is so simple that many people overlook it. You can give your text and the entire web page a fresh look simply by making some changes in the font styles and sizes from time to time. Just make sure your choices leave the text easy to read.
- **Make use Google Ad Words to best advantage.** This means inserting logical keywords in order to drive traffic to the site. Also make use of the feature the website optimizer to do split testing for different headlines, different fonts, etc. and see how they play with a live audience.
- **Rework a paragraph here or there.** You do not have to completely rewrite the text in order to make it fresh. Changing some wording here and there gives you the chance to add fresh keywords, and also reorders the flow of the text to give it a new feel.

Basically, always be on the lookout for some way to make a good thing better. Consumer tastes and demands change from time to time. With the right touch, you can anticipate those trends and use your copy to stay one step ahead of your competition.

For more information about GVO Hosting and Host-then-profit, that include The Best Business Building Tools in the Industry, please check out:

[www.gogvo.com](http://www.gogvo.com)

[www.hostthenprofit.com](http://www.hostthenprofit.com)

[www.joeltherien.com](http://www.joeltherien.com)

[www.gvoacademy.com/fan](http://www.gvoacademy.com/fan)

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