



MoreNiche presents a guide to

**Writing Effective Sales Copy for the Web  
& General Tips for your Site**

## *Discover how to write copy that sells*

It doesn't matter how fancy and high tech your site is, good looking graphics will not make you sales. Many online marketers make the mistake of putting too much time and energy into the design of their site, and not enough into **writing effective sales copy**. Producing a site that is both professional looking and credible is a major factor in selling online, but if your sales copy is not working, you will not make money.

Writing effective sales copy is an art. Good copy writers have learned how to produce persuasive text targeted towards their particular audience. You really need to understand your customers' needs and produce copy that projects emotion, passion, excitement and benefit.

Selling is also about enthusiasm, and projecting that on to your target audience. Being excited about the product will shine through, so avoid dry, over formal copy and let your passion for the subject show.

## **AIDA**

The following is a tried and tested formula for writing effective sales copy, keep this in mind while planning your copy's beginning, middle and end.

**A - Attention - Use a powerful headline that demands attention**

**I - Interest - Intrigue interest and create curiosity**

**D - Detail - Provide details about your product or service**

**A - Action - Call for action**

Begin writing your copy in black easily readable font with a light background. Complicated fonts and dark backgrounds will make your copy difficult to read and will put off your visitor.

Avoid using fancy fonts or backgrounds that will make your text difficult to read. Write in small blocks of text with a space between each block. There is nothing that will make your visitor click away faster than a sea of text - so make sure you use plenty of white space (see the MN guide on formatting articles effectively)

## ***Selling and Emotion***

The importance of emotion needs to be fully understood before embarking on a successful copy writing project. It is a sales cliché that customers buy benefits and not features. This is only partly true. To take the theory a little deeper, people

buy because of how those benefits will make them **feel**. So it is **emotion** that is key to **writing effective copy that sells**.

Consider the following quote from Hal Alpiar President/CEO of Business works:

***“You may think (and have actually convinced yourself) that the SUV you purchased was a great investment because it allows you to sit high enough to see above traffic, it can provide more traction in bad weather, it can go off the road, it can tow trailers, it will take less of a hit in an accident than a sedan, it allows you to haul more firewood and home improvement stuff, Consumer Reports ranks it at the top of their Best Buy list, there's tons of room for the kids and the dogs, it can pull out tree stumps, you got zero down and zero percent, and the service warranty is spectacular.***

***BUT if you think for one minute that you bought that gas guzzler for any of those reasons (or ones like them), you're BS'ing yourself! You bought the SUV because you think you look good driving it!”***

So in effect, sell what the surfer really wants, and establish this through knowledge of basic human needs, which you are about to learn in the following section.

## ***Human Motivators***

Let's now examine basic human motivators. Psychologist Abraham Maslow, bases human behavior around at least one basic need. His theory is that without you addressing a less important need, there won't be any desire to pursue a more important need.

His idea is based around "the hierarchy of human needs." Here are the five human motivators, as he sees them, beginning with the basic, and ending with the most important needs.

***Physiological*** - Basics needs include hunger, thirst, shelter, clothing and sex.

***Safety (Security)*** – The need for physical, emotional and financial security.

***Social (Affiliation)*** – The human need for love, affection, companionship and acceptance by their peers.

***Self Esteem*** - Human need for achievement, recognition, attention and respect.

***Self-actualization*** - The need for people to reach their full potential.

You should incorporate these needs into your writing. Get inside the head of your audience, feel their needs, wants and desires and include passion and

emotion in your headlines and copy. So sell security (social and relationship), independence, self-confidence, achievement and **not** what the product does:

- Extra strong Lock
- Reduces fat
- Improves appearance
- Contains Xeterma B1z.

These are all features. However, how will purchasing the product make the customer **feel**? Concentrate on this on not features and technical specifications. Features and technical data can be used to back up your site's claims - but should not be used as the key selling tool.

## ***So what?***

An excellent technique for improving your sales copy is to ask yourself "So what?" after each benefit claim. For example:

**"Guaranteed to help you lose weight"**

***So What?***

**"...so you can invest in confidence" or "....so you can have peace of mind while achieving your goals of a better body"**

## ***Headline***

The headline is the first and most important factor in your sales copy. This is the **A** part of the AIDA model – you must grab the readers attention and compel them to read on. Around 5 times as many people will read the headline than the copy body.

So unless your headline sells your product immediately, the rest of your copy will be useless. Use the headline to immediately capture your audience's attention, and to stimulate a specific emotion, **as emotion sells.**

**"Feel embarrassed about your weight?"**

**"What would a slimmer body mean for you?"**

Asking a question is a good way of provoking thought and drawing the reader in.

Try using imperatives:

**“Lose weight quickly and easily with product X”**

**“Imagine the relief of reducing your debt today”**

Some tips for writing powerful headlines:

- Write 20-30 different headlines.
- Take days break to give your self a fresh perspective and review again, and choose the best
- Ask your self how they can be improved, are they addressing your objectives.

### ***Writing an Introduction***

Ok, now you have captured your visitors attention, you will need to draw them in not your introduction. Keep it brief and to the point. Create a value proposition, and let them know exactly what you are offering.

This will create the **I** – interest part of AIDA, and give the reader more reasons to read on. Give the visitor reasons as to they should read on, mention what useful info others have got out of the site.

### ***Writing the bulk of your copy.***

You will now need to start writing the main body of your copy. Avoid using jargon or technical terms your visitor may not understand, this will only alienate them. Avoid negativity, hype and buzzwords, and write in a style that everyone can understand. Try using prepositional phrases such as “As you know.., Naturally...., Everybody knows....” Whatever follows these are more likely to be accepted by the reader.

### ***The power of words***

Here are some tips on using alternative words with for better association. These are not set in stone and open to debate, but provide an interesting insight into the power of words. Every word counts, so ensure you incorporate potency:

**Buy** — This implies people have to pay money — experiment with alternative try using **claim** eg “*click here to **claim** your membership to ...* ) or **invest** (*Visit mywebsite.com to **invest** in a better future ...* ). This is contrary to the marketing **must** having a clear call to action ie “buy now” so only use alternatives where applicable, within the body of your text for example.

**Learn** — This implies there is work involved – try using **discover** “***discover** the secrets behind....*”

**Tell** — Nobody like to be told what to do – use **reveal** “*This site will **reveal** the effectiveness of....*” we will show you...”

Avoid lazy words like the following:

**Things** — EG “Show you things” — Instead use **tips, tricks & techniques** (*.. discover **tips, tricks & techniques** that will ...*”

**Stuff** — EG “...show you stuff, tell you stuff” — Use some thing juicier, like - **insider secrets** (*We will reveal **insider secrets** that only the ...* )

Creating effective web copy will not win you any creative writing prizes or journalism awards but **it will make you money**. These tips are open to debate but highlight the power of words in turning your visitor on or off.

## ***Use Plenty of Subheadings***

Your next step will be to add subheadings. Subheadings are basically just smaller headlines used to break up your text blocks. They also provide your readers with important highlights of your paragraphs.

Use plenty of subheadings throughout your copy, as not all your visitors will read your copy word for word. They'll simply scan it and only read what catches their attention. So give each section a juicy subheading and a reason for the visitor to read on.

## ***Create USP's***

You need to set the product you are promoting apart from every other competitor in a positive way. Using a **Unique Selling Proposition** will make your offering more valuable than competitors and negate the need for the surfer to shop around. This will make up part of the **D** details of AIDA

A strong USP is an absolute must in giving your audience a compelling reason to buy from your site. A great way to develop a USP is by commencing: “Unlike the majority of its competitors....

**“Unlike the majority of weight loss products “product Z” will help Lose up to 6 pounds of body fat per week - without the use of harmful synthetic appetite suppressants”**

**“Unlike other extenders, SizeGenetics is a combination of 2 systems that are proven to give you the most noticeable size gains”**

The main purpose of a USP is to address a hole in the market place that the product can really fill. Don't forget that a USP can be incorporated into a headline or sub header in your copy writing.

### ***Limit the Risk***

All MoreNiche/Lativio products come with a rock solid money back guarantee for 6 months. You must hammer this home as it makes for a soft easy sell. Display the guarantee in bold text and highlight with a graphic - 6 months is longer than most products in the online industry, point this out and make a unique selling point. The more you remove the risk, the more chance of the sale.

You may also want to highlight the secure ordering processes, data protection and privacy, and discreet packaging. **Pre-empt their objections to buy and address them, build your potential customers' confidence and put them at ease.**

### ***Use a Post Script***

Visitors scan your copy on websites, they will read your headline, sub-headlines and the PostScript message more than anything else. Place your most important benefits within your P.S. message. Summarize the main points, the benefits & the emotions that these will - **it will be read.**

### ***Call for Action (CTA)***

**Ask for the business!.** The crucial **A** part of AIDA. A common mistake with online marketers is not asking for the business at the end of a pitch. Don't just hope they decide to buy - prompt your visitor to buy with **a clear CTA** – if you don't ask you won't get!. At the end of each review page, article, or product feature **always, always** include a clear link to order here are some examples:

**“Take control of your size, order your SizeGenetics today”**

**“Discover how to lose weight easily, visit the X Product site today”**

## ***Some General Tips for a successful site***

### ***Speed of Loading***

Ok this may be stating the obvious - **You literally have seconds to grab your surfers' attention.** So, it is very important to ensure you site loads as quickly as possible.

- Optimise your image files for faster down load
- Don't over complicate the site
- Choose a reliable host
- Avoid heavy use of Flash

### ***Target your market***

A successful web site will cater specifically to the needs of your potential customer. When designing your site, keep this in mind. Know your audience and get inside their head, try and think like your potential customer - examine their hopes fears and desires.

Next, ask others, test and survey. What you think is the right approach won't necessarily be the same for everybody. For example if you are targeting women and weight loss, talk to women, what's important to them, what emotion drives them to lose weight?.

### ***Focus***

The focus of your websites is to inform and more importantly to sell. Don't try to sell lots of unrelated products on your site, keep it targeted. If you want to feature different products then build separate pages and areas for each one.

- Avoid adding adsense adverts to your site, MN commissions make these potential earnings look miniscule.
- Do not stick banners everywhere in random places.

### ***Credibility***



More money is being spent on the internet than ever. Potential customers can still be apprehensive about parting with their credit card details online. You can build credibility by providing detailed information on:

- Policies - Such as privacy, Spam
- Privacy Statement
- Procedures
- Real contact information and physical address.
- Where possible include testimonials from customers
- Research the products yourself with free samples from our selves. You can then say that your organisation has tested the products.

Some of these factors will also assist in your google quality score and drive your Adwords PPC cost down.

### ***Ease of Navigation***

Ok, again, it may seem obvious but the quickest way to kill a sale is to present a confusing web site. Surfers are impatient and easily frustrated. If they can not find what they are looking for quickly they will go elsewhere. So keep your navigation:

- Simple
- Clean and easily readable
- Accessible from every page of the site.

### ***They ask for apples give them apples.***

Don't try and con your surfer. If you offer a link to "top reviewed weight loss pills" then don't just link to a product site. Your surfer will be looking for a comparison, so send to a review page or feeder site that will give them the "top reviewed weight loss pills". Not giving the surfer what they are asking for is a sure shot way to get them to hit the red X.

# Affiliate Marketing Tools and Resources

## *Domain Registration*

[GoDaddy](#) – number one domain registration service to date

[1&1 Internet](#) – another very popular domain hosting site

## *Hosting*

[BlueHost](#) – hosts up to 6 domains under one account; WordPress friendly, with CPanel included, and many scripts and tools

[HostGator](#) – hosting service with CPanel, WordPress friendly, scripts and statistics tools

## *Website Editors*

[Adobe Dreamweaver CS4](#) – professional HTML editor, ideal for work with MoreNiche templates or for building a site from scratch

[XSitePro](#) – great tool for creating little review websites for marketers with no knowledge of design and HTML. However this tool can't be used with free MoreNiche templates as it has limited layouts.

## *Photo/Image Editing Software*

[Adobe Photoshop CS4](#) – professional photo editing software, complete with features for all forms of image editing; must-have software for all computer users, internet marketers or not.

[Adobe Fireworks CS3](#) – professional alternative to Photoshop, created specifically for the web designers, especially useful for creating quick but accurate prototype sites

## ***Keyword Research Tools***

[KeywordElite](#) – a desktop tool with many keyword research features. This tool will collect you keywords from various places into numbers of thousands. It is used by most top SEO and PPC marketers

[WordTracker](#) – most popular online keyword research service, offers advanced keyword research and suggestions; contains the largest and most updated database of keywords around

[Keyword Discovery](#) – a very popular alternative often used to supplement WordTracker keyword results; also contains a massive keyword database

## ***Search Engine Optimization Tools***

[SEO Elite](#) – the number one most popular keyword research tool used by nearly all successful internet marketers, with multiple functions, from competition research down to automatic link exchange approaches and more

[SEO Toolkit](#) – tool that includes everything you need to promote your website, including a rank checker, PPC bid manager, keyword suggestion tool, keyword density tool, reciprocal link checker, link popularity checker, and many more features

## ***Email Marketing Tools***

[Aweber](#) – one of the best email marketing services – allows capturing emails, creating multiple campaigns, double opt-in function, great partnership with major internet providers to ensure your emails gets delivered and read

## ***Article Submission Tools***

[Article Marketer](#) – the most popular service article submission service, and also the most effective; subscription gets your article complete distribution to thousands of sites to improve your search engine positioning, increase your Google page rank, and get immediate links from relevant, high value websites

[Article Submitter](#) – easily and effortlessly submit your written article *automatically* to over 300 article directories. With Article Submitter, submitting one article in minutes can give your site hundreds of incoming links