

Writing Effective Sales Copy

Firstly realise that customers buy benefits not features.

Features have a purpose and you've got to tie up this purpose with an actual benefit to the customer.

If you were to say that your computer runs at 10 MHz you must end up by saying this makes it very fast and here is what this means for you :

Your computer won't take ages to load up anymore.

In fact our new 10mhz computer will challenge you to keep up with it.

Aim to answer these questions in your text:

So what's in it for me?

Why does that matter?

Figure out a unique and compelling reason for your customer to buy from you
This reason must stand out.

Could it be :

- The cheapest price
- Fastest delivery
- The best guarantee
- Saves money.

Take some time to think it through and then work the answer into your sales page.

Make sure your site loads within 10 seconds or you may lose visitors.

Test show they'll wait 10 seconds max before going elsewhere no matter how beautifully designed your pages are.

Use images to stir emotion or to draw them to what you want them to see.

Don't just use them because they look good.

Always ask what does it accomplish?

Does it demonstrate the product?

Does it show a benefit?

Does it draw attention to an important part of the page?

A picture of people or a person smiling enhances the advert.eg

A photo of a static car

Or

People or person happily getting into the car.

The 2nd is more appealing.

Your headline

Here your aim is to sell the sizzle , not the steak.
You must show a benefit, your unique selling proposition.
It's the most important part of your sales page.
Try out different ones until you get the best result.
Your web developer can easily update your website for you.

Use testimonials

Ask your customers for them. Often you could submit to them what you'd like them to say for them to tweak or change it to that they agree.
Naming them and their company is of great value in increasing your credibility with new customers.
They can relate to John Smith from ABC Motors in Nottingham
Or Jean Grey, selling health care products in Leicester.

All sales copy must be interesting to read.

Those ready to buy will read for as long as it takes providing the copy is not boring.
So be succinct, to the point and tell the whole story with precision.

Make the text easy to read.

Tests have shown that 12pt Arial is popular and liked.
Break up text in to a smaller paragraphs and use bullet points often.

Use sub header tags within the page

All the above processes allow the reader to quickly glance through your page and pick out areas of particular interest to them.

At the end of your page, always place a call to action

- Pick up the phone now
- Email now
- Sign up now for our newsletter

Finally don't forget to read out aloud everything you have written.
This will highlight word stumbling and overused words.
Change them for a smoother flow so readers won't stumble either.

Always remember to answer the question “So what's in it for me ?”

A good starter to your copy is a conversation you might have had or do have with your customers and finding out what they want.
