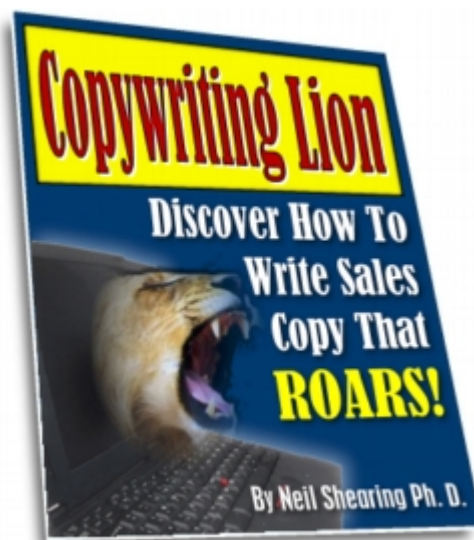




Thanks for downloading this short report on how to write great sales copy. Feel free to redistribute this report “as is”. If you put the report on your site, you are required to provide a clickable link to <http://www.copywritinglion.com> like this...

Content provided by [Copywritinglion.com](http://www.copywritinglion.com) - [Discover How To Write Salescopy That ROARS!](#)

Thanks! ☺



...report by Neil Shearing, Ph.D
<http://www.scamfreezone.com>

Introduction

Hi,

That's me, Neil Shearing, with my wife Linda and baby Adam. We've enjoyed great success online since 1997 and one of the main reasons is that my copywriting gets people to **TAKE ACTION**. When I promoted Liz Sherwood's AdGold Rush product recently she said...

"You write such great copy... they're just pouring in!"

Liz Sherwood, www.adgold-rush.com 



In this report I'll distill all my thoughts on writing great copy. If the copy in this report is any good, I'll inspire **you** to take action and write great copy so that **your** copy will achieve the same goal... inspiring **your** prospects to take action. It's a virtuous circle... all based on the understanding that **the right copy aimed at the right people gets them to take action...** and ultimately gets the results you **both** want.



If you're in business online it's in your own best interests to know the fundamentals of writing copy because you'll most likely be writing emails, articles, ebooks and sales letters frequently. If they're written by you instead of your pet copywriter, they'll contain **your emotions** and be more compelling. Even if you launch into movies and podcasts, it'll still be your thoughts and opinions and the best way to express them is to **do it yourself**.




Don't think you can't write great copy... everyone can. No-one needs to pay top dollar for a skilled copywriter to create their sales letters for them, but for convenience some people prefer to outsource the creation of their sales copy.

Hey, we're all different, right? So if you really want to outsource your copywriting project and want to use someone with a proven track-record and almost a decade of experience online, please get in touch and we'll discuss how to get people to take the action **you** want. ☺

Neil Shearing... contactable at: <http://www.scamfreezone.com/support/>

I hope you enjoy this report!

Following This Page You'll See...

-  Disclaimer (the lawyers made me do it)
-  How to navigate Adobe Acrobat (skip this if you know it)
-  Table of contents

Then we'll continue on to the **copywriting tips and tricks!**

Before we get started, I just want to let you know about my **Arm Twister's List**. If you want discounts of 70-80-90% on new marketing products, you may want to join... over 17,000 people have. 😊

If you sign up as an Arm Twister, I'll show you where to grab a copy of Michael Campbell's "Nothing But Net" for free. 😊

<http://www.scamfree.com/arm/>

Disclaimer (the lawyers made me do it)



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How To Navigate Around Adobe Acrobat



The Adobe Acrobat file format (known as Portable Document Format, or PDF) has several advantages over a regular text document. The primary advantages are...

You can click on anything that starts <http://>, is blue and underlined such as...

<http://BeanMakers.com/>

...and be transported to the appropriate web page (as long as you have an open connection to the Internet).

You can **instantly** determine what is most important because I've highlighted important points in **bold** or **bold red** color.



Zooming

You can zoom in and out of the document to find a view that helps you read the document most easily. Simply click on the **zoom icon**, then click on the page to increase the zoom. To zoom out again, just right-click and select "100%" or use the symbol at the bottom of the screen...



Scrolling

To scroll through the document, click the up and down arrows on the **scrollbar** at the extreme right of the page. To rapidly move between pages, hold down the mouse button while over the square and drag up or down. A box like this will indicate what point in the document you will be at when you let go of the mouse button. You can also scroll up and down using the **up and down arrow keys** on your keyboard.

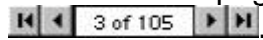


Jumping

Using the above symbols, found at the top of the screen, you can jump back to the beginning of the document () , back one page() , forward one page() , or forward to the end of the document() . You can also jump through the previous pages you were viewing using the left hand arrow () .

Then you can jump back again using the right arrow ().

These symbols are repeated at the bottom of the screen and include the number of the page you're viewing...



You can also move forward one page and back one page using the **left and right arrow keys** on your keyboard.

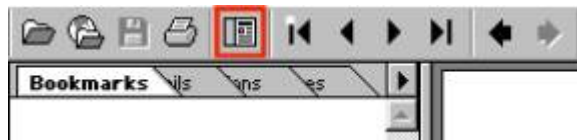
All of the headings and sub-headings in the Contents page are clickable, and will take you to the right spot in the book.



Changing view

Depending on your monitor size, and how big the window you use to open Acrobat files is, you may want to play with the three symbols above. They are "Actual size", "Fit in window" and "Fit width".

Your screen may open with the bookmark panel open on the left-hand side. It looks like this...



You can easily close the panel by clicking on the icon that I've put a red square around. You will then have more room to view this e-book.



Finding

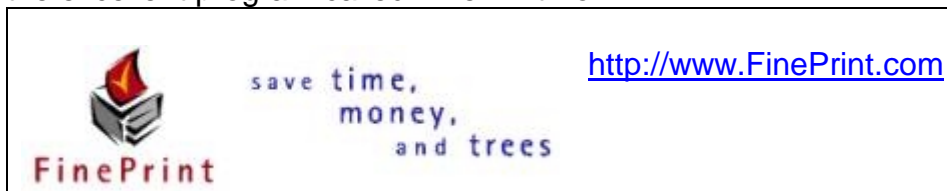
Using the above symbol, you can search the document for a word or phrase that you remember reading, but can't find where...**very handy!**

Printing

It's easy to print from Acrobat, and the printouts look great. Just click the print symbol, shown above. You can print one page, several pages, or the whole book.

Believe it or not, I once bought an e-book that I had to print out one page at a time. I even emailed the owner and he said that it had to be done that way! **Incredible**. They should have used Acrobat!

You may also want to print two pages on each piece of paper. Your printer software may be able to do this for you, or you could use the excellent program called FinePrint from...



A trial download is available. The trial version does not have a time limit but prints a FinePrint advertisement at the bottom of each sheet and has an 8 page limit per print job. The registered version is \$39.95

Help

If you need further help navigating your way around Acrobat documents, refer to the "Acrobat Guide" under the Help menu.





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Grabbing People's Attention!

Ok, here we go...

The initial thing any copywriting has to do is get attention. Sometimes this involves walking a fine line between respecting the boundaries of taste and decency and grabbing attention. Who would've thought that French Connection UK (<http://www.frenchconnection.com>) would have the confidence to brand themselves as "FCUK"? But they did, and it was a huge success... at least, here in the UK. ;-)

So, the most important thing your copy has to do, whether it's at the top of a webpage, on an Adwords ad, an email subject line, or on the side of a bus, is to grab **attention**.

I could've called this product "copywriting for the Internet", "copywriting for the WWW", "methodological analysis of copywriting"... or something similar... but what reaction would it have got?

YAWN!



Bored, Bored, Bored!

(sorry, I couldn't resist that Lion photo!) ☺

In my opinion you can get attention in one of two ways... the "safe" way where you use "**trigger words**" such as "**secret, tips, hot, discover, insider**" that are great for grabbing attention but are becoming ever more pervasive online... people are relying on them too much. Soon everyone's sales copy will be similar... and that's when the tectonic plates will shift. People will start going down "unique" street... grabbing attention by being original, doing something novel and interesting.

I've gone down the "safe" street... my product, "**Auto Income Secrets**" did phenomenally well with a generic title. However, I knew that product would appeal to a wide audience, so I wanted to use trigger words that appealed to everyone. Taking the "safe" street made sense because it suited the target audience.

With this report and website I wanted something different... something I could brand from scratch... something unique and memorable. Hence I decided to go with “**Copywriting Lion**”. This is more of a niche subject targeting people interested in learning or honing their copywriting skills. With that audience, I knew the “safe” trigger words would be less effective and the original, novel, interesting approach of “unique” street will be more appropriate. (see the FCUK example, above as another example of “unique” street)

Do you see that in both cases, the concept is developed based on **understanding the target audience?**

This is one of the keys to copywriting. If you can write your copy from a perspective where you can see the copy from the audience/visitor’s point of view, you have an advantage over 99% of other people who write copy.

If you use empathy, your copy should be head and shoulders above anyone who doesn’t try to empathize with their target audience.
(more about that later!)

OK, back to Copywriting Lions. 😊

I grabbed your attention from the moment you saw the URL or someone said it to you. But, on top of that, one of the bonuses of going down “unique street” is that I hit your “**MEMORY ADD**” button. You may not choose to click on the URL immediately and may not type it in the web-address when you get home, but will you remember Copywriting Lion? I hope so. It’s quite memorable, isn’t it? 😊

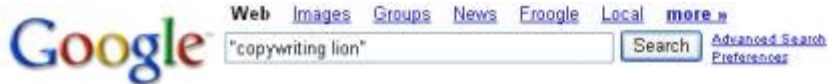
At least I’ll have a better chance than “methodological analysis of copywriting”.

Originality = Uniqueness = Attention = Memorability

Following on from the same reason as grabbing attention, and being memorable, Copywriting Lion is also unique and original.

Why is that important?

Well, look at this screenshot:



Web
[Experienced UK copywriter](#) Sponsored Links
www.uk-copywriter.uk.com/ For Web copy, ad copy, email copy, brochure copy, and more.
[Professional Copywriting](#)
www.thecopybox.com Expert **copywriting** that's on time, on budget and on message

Tip: Try removing quotes from your search to get more results.

Your search - "**copywriting lion**" - did not match any documents.

Suggestions:

- Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.

Sponsored Links:

[Copywriting](#)
Everything you need to be effective at **Copywriting** - Leading UK Expert
www.CopywritingEssentials.co.uk

[B2B copywriting](#)
Experienced in every kind of work
Ads, brochures, PR, DM, websites
MartynWilson.co.uk

[Lost for words?](#)
Fast, creative UK copywriter will help you say it with style!
www.copyunlimited.com

[Train as a Copywriter](#)
Distance learning courses with expert tutors and materials.
www.learningcurve-uk.com

Did you notice anything?

There were **no** search results.

When you DO remember Copywriting Lion sometime in the future and type it into Google, you'll see my page at **number one in the search results**.

How do I know that when there aren't any search results? Simple. I've taken **copywritinglion.com** and I'll put up some pages with Copywriting Lion in the Title and on the page. Guess what? I have **ZERO** competition for the phrase if people use quotes. If people type the phrase without quotes I have 33,600 competing pages. I bet I can beat them all. ☺

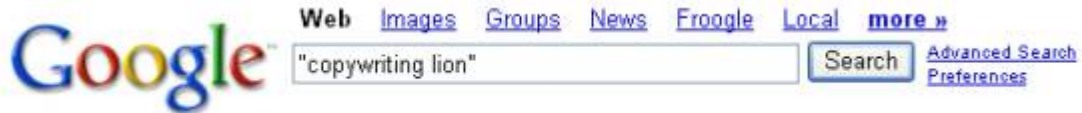
Go ahead, test me. I'll wait...

Without quotes:



<http://www.google.com/search?sourceid=navclient&ie=UTF-8&rls=GGLD,GGLD:2005-06,GGLD:en&q=copywriting+lion>

With quotes:



<http://www.google.com/search?hl=en&lr=&safe=off&c2coff=1&rls=GGLD%2CGGLD%3A2005-06%2CGGLD%3Aen&q=%22copywriting+lion%22&btnG=Search>

So how did I do? ☺

(**please** don't be surprised if my site doesn't show up during March or April 2006... after all, I only started the site in March 2006 and a site usually needs several weeks to get indexed) ☺

How about my competition? Which phrase would you rather target?

Data from Google:

	Without quotes	With Quotes
Copywriting tips	3,140,000	52,600
Copywriting secrets	683,000	18,000
Copywriting Lion	33,600	0

OK, so you have your first choice... to go down "safe street" or "unique street". Which would your target audience prefer? Do you know? Based on the information above and your target audience, which street is right for your product/service?

Of course, sometimes we choose safe street and sometimes we choose unique street... but if you understand when to use one and when to use the other, you'll maximize the effectiveness of your sales copy.

Maximum Impact Through Association

OK, this may seem a little bit out of “left field”, but stick with me...

Did you notice what animal I chose? I could've been copywriting toad, copywriting frog or copywriting hamster, but I went for lion. Why?

What does the image of the lion evoke in your mind's eye?



Is it Power? Good.

Is it “King”? Good.

Is it “Pride”? Good.

Is it “Regal”? Good.

Is it “Dominance”? Good.

Is it “Predator”? Good.

Is it “ROAR!”? Good.

As you can see, the **instant associations** with the word, “lion”, or the photo of a lion are numerous and strong. I’m trying to “**borrow**” those evocative images and responses to a Lion and tie them to my copywriting product. If you get the subliminal message that my copywriting is powerful and better than anyone else’s then the association has worked. You may not even have to “think” it... as long as your brain makes the connection... and it will as long as it knows something about lions. 😊

Now what would you have thought of my product if it was “copywriting toad”? It would’ve got your attention, and it would’ve been memorable... but that’s not a whole lot of use if you think the product is going to be poor because of the **negative associations** you make to the word toad.

Let's take this further. One of my products is called "Internet Success Blueprint"...



What **instant associations** does that product name generate?

Internet = Online = Web.

Success = Wealth = Riches = Respect = Achievement.

Blueprint = Plan = Do-able = Step-By-Step = Building.

The product says to you that you'll build a successful online business by following the step by step instructions.

I like that name. 😊

Now take one of mine I don't like... the Internet Success Spider...



<http://www.scamfreezone.com/spider/>

You can see that I was trying to build a "theme" of products around "Internet Success", kind of like Armand Morin's "Generators" and Jeff Alderson's "Equalizers". However, my theme wasn't so successful. What instant associations do you get from Internet Success Spider?

Internet = Online = Web.

Success = Wealth = Riches = Respect = Achievement.

Spider = Eight legs? Arachnid? Creepy Crawly?

As you can see, this product name doesn't work so well.

So, if your copy calls on any associations or links with other things, situations or experiences, consider carefully the positive and negative associations the associations may have in the mind of your target audience.

Summary: You have to... **HAVE TO** get the attention of your prospect... either by using “safe” trigger words, or through being novel and “unique” depending on how your target audience will reach. You may want to draw on associations your audience may have... in which case, be sure they're obvious and positive... the best ones require no thought. 😊

You And Your Audience

One of the most important things copywriters have to be able to do is ask themselves “**what does my audience feel about this**”.

In order to know that, you have to put yourself in their shoes. What are their wants? What are their needs? What are they looking for? Are they male or female? Do you think it doesn't matter? Boy, just look at the differences between magazines men buy and magazines women buy! 😊

So whenever I write copy, I try to think about how it's going to **FEEL** to the person reading it. Are they going to feel that they can trust me? Are they going to feel that I'll rip them off? Are they going to feel that there's value in the product? Are they going to feel that they want to take the action I'd like them to?

By the way, **WANT** is much stronger than **NEED**. People need water and oxygen. In general, people have the things they need already. On the other hand, people **WANT** things like a crying toddler wants his mum! Think about something you want, desire, lust after. Hey, the desire for that shiny new sports car is pretty strong, right? It'd make you feel great! Racing down the highway with the wind blowing in your hair and the engine roaring away like it's having a great time! 😊

People buy what they WANT based on EMOTION. Desire, lust, greed, fear, envy, whatever. It's strong. You can tap into that desire.

Take this report for example. It deals with copywriting.

Are you reading it because you want more impressive words on your web-pages? **No.**

Are you reading it because more impressive words on your web-pages will make you more sales? **No.**

Are you reading it because more sales will earn you more money? **No.**

Are you reading it because of what that extra money will mean to you. **YES.**

I don't know what that extra money means to you... it could be downpayment on a car or a house, it might be private school for your kids, it might be grocery money, it might be paying off your mortgage, it might be a foreign vacation... it could be that shiny new sports car! ;-)

Whatever it is, you're reading this report for the **ultimate** reason, and not for any of the intermediate steps.

So, the obvious target for this report is a hook that deals with money. How to make more money from the same number of visitors by using better copy is good, but what about....

“Don’t leave CASH on the table! Make more money from the same number of visitors by discovering the secrets of how to be a Copywriting Lion!”

Notice how the first sentence gets people concerned. They know they’re not making a fortune online when others claim to be... so something isn’t right with their web-business. People always doubt their sales copy... and with good reason. You can make more money from the same number of visitors with better salescopy! So the first sentence makes them think they could easily be making more money! Then the second sentence shows them how... by reading the report.

So get inside your visitors minds. Think about why they will be at your site... what their **ultimate** reason is... **and target the emotion behind that reason with your headline.**

Whatever your product, whatever your service, whether it’s online or offline, you must be targeting your prospects **ultimate** reason for visiting your site and buying your product.

Start With A “Want” For Copywriting Success

Often I see people banging their heads against a brick wall, hoping that if they bash it hard enough the wall will fall down. I’m sorry, but that’s not going to happen!

Imagine selling beef to vegetarians.

Imagine selling crucifixes to atheists.

Imagine selling England football shirts to Scotland fans. ☺

Now...

Imagine selling a good night’s sleep to the parents of a newborn child.

Imagine selling a new high-tech super gadget to a technophile.

Imagine selling a Ferrari to... well, almost any male. ☺

I think you get the point... some things sell themselves, some things don’t.

Here’s an idea for your next product...

Check out some online forums for a niche you have an interest in. Most likely people will be asking for help with X,Y or Z. Pay special attention if multiple people are asking for help with the same problem. Then remember this...

The easiest sale is made by selling a solution to a problem people already have. The more people who have the problem, the more sales you’ll make.

And here’s the kicker...

...because you KNOW the target audience’s WANT already, your KNOW what to write your sales copy around. In fact, your copy almost writes itself!

The One Decision:

Your prospect needs to take a specific action for you to get the result you want. Define that action, then tailoring your copy towards it.

What actions am I talking about? Well, in the context of a **webpage**, your headline should inspire the visitor to read the rest of your page... your page should create a desire for your offer... your offer could be to sign up for your free list, join your members' site, buy your ebook product or your \$997 physical course.

Alternatively, your copy could be within an **email** you send to your free list or customer list. The initial action you'd like them to take is to read the email. The next action, in response to your copy is to click the link to your site. Then the salescopy on the site needs to invoke a desire in them to take the action you'd like...

... so you see, copy is all-pervasive. It's everywhere. If you can think of an easier way to improve your online results than to increase the number of people who take the action you desire by tweaking your salescopy, I'd like to hear about it! ☺

Everything you do has ONE and only ONE response you really really want. Let's call it the Action. If your target takes the Action, you win. Anything else, you lose.

It may be as simple as clicking on an ad, submitting a form, clicking on a link. Whatever it is, orientate everything around that one decision and one ACTION.

Buy. Don't buy.

Click. Don't click.

Opt-in. Don't opt-in.

Now, this is a point that **really winds me up**. If you get nothing else from this report, get this... **There's ONE ACTION you want your target to take based on ONE DECISION**. They can't click on four things, they can't fill out four forms, they can't become a customer and an affiliate from the same page.

Have you ever seen sites like that? When people first start out online they have a page of about 20 banners running down the center of the page, with no explanatory text or anything. Which banner am I supposed to click and why? Would they get more clicks if it were just ONE banner with some explanatory text telling me why I should click? You bet!

What about so-called gurus who have sales pages for their products with a big "**click here to become an affiliate**" link at either the top or the bottom of

the page. What are they thinking? Do they want people to BUY their product, OR join their affiliate program? If it's the latter, then the WHOLE page should be about joining the program.

(Some of these gurus know full well what they're doing... siphoning off traffic that their affiliates are sending to the sales page to get more affiliates and boost the numbers in their affiliate program, at the expense of some sales. Other gurus are simply don't realize that they're losing sales by presenting other options to the visitor).

Bottom line: If it's clicking an ad, signing up for a newsletter, making a sale or anything else, get the target to **do the ONE thing you want most based on ONE decision.**

Sidebar: A lot of marketers have popups to get people to opt-in to their newsletter or announcement lists. This blurs the line of the ONE ACTION because the response to the popup becomes a new action... so the one decision becomes two decisions...

- 1: Respond to popup positively or negatively
- 2: Original page... purchase or not purchase.

The same goes for popunder-on-exit... the visitor has already decided to leave, but the site owner presents them with an extra decision to make based on the popup content.

It's not another OPTION to an existing decision, it's a separate DECISION.

Testing And Tracking

OK, I'm going to be heretical here. I don't like testing and tracking. It bores me rigid. I used to work as a scientist. I have a Ph.D. I've **done** all the testing and tracking I want to do. 😊

Almost everyone in business will tell you to test and track everything... your headline, your conversion ratios, your clicks, your sales, your profits etc etc. If you enjoy that sort of statistical analysis, go ahead, be my guest, track everything you can.

However, you should know that while you're testing and tracking the headline on your sales copy for widget X, your competitor is busy creating a brand new widget which is going to outperform yours for every single thing you can measure.

Sometimes there are more important things to do that test and track.

Online businesses are very flexible, fluid and dynamic. If you see a new trend (blogging, podcasting, whatever), you can be sure there's a fortune to be made from it. Should you spend your time improving your sales copy for a product you launched 12 months ago, or should you spend your time creating new products around the new trend?

Well, what do you think?

I think it's best to spend time developing new products for more markets than to keep trying to make a better Google Adwords ad to promote my old widget.

Of course, I do track some statistics. The main one is called "**profit**". I know how much money my business makes. I know if certain product launches were successful or failed. I know if certain email promotions succeeded or failed. I keep an overall eye on my successes and failures.

I strongly believe that as long as you've got an understanding of how well your business is doing, there are better things to do to improve your profitability than keep tweaking your headline and seeing if you get more sales. 😊

Benefits, Benefits, Benefits!

I really can't write a report on copywriting without mentioning benefits... every other copywriter on the planet would be outside my door with pitchforks. ☺

When you describe your widget (product or service) to someone, if you're like most people, you'll list the features...

- It sucks greater than any other vacuum cleaner!
- It gets right into the corners!
- It's silver and gold!
- It has a brand new, 3-brush architecture for superior dirt extraction

Those are FEATURES

Let's look at the BENEFITS....

- You'll have to vacuum less, so you save time ...**you'll have more time to do what you want!**
- You won't have to bend over to pick up the stuff in the corners... you'll save time and energy... **you'll have more time to do what you want!**
- It will impress your friends... they'll think you're rich... **you'll feel great!**
- Your carpets will look better... your house will look cleaner... you'll feel like you did a great job... **you'll feel great!**

If you tell someone about a Feature they have to do the mental gymnastics to work out what it means to them... the benefit to them.

If you sell features you have a much, much, much harder task than if you sell benefits.

We've boiled down the four features above into two main benefits... more time and feeling great about things. Isn't it easier to sell those benefits than the "superior dirt extraction" feature? ☺

Summary

OK, so we've had a quick run-through of the basics of copywriting. I by no means wanted this report to cover everything there is to know about copywriting... heck, I'm sure I don't know most of it! But I know enough to write copy that people comment favourably on... and, more important, I write copy that people act upon.

So here's your "cheat sheet". Memorize these bullet points and you can't go far wrong with your salescopy...

- **Get Attention.** From the headline on a webpage or the subject line in an email... if you go wrong here, you're history. Either use "safe" trigger words or "unique" concepts to grab attention.
- **Empathize with your target audience.** Know what **they** want. Write your copy with the one aim of delivering what they want. After all, when you read someone else's sales letter or email, you want to know what's in it for you, right?
- **Solve an existing problem.** If you start off creating your product or service to provide a solution to a problem your target market has, your sales copy will write itself because you already know what your audience wants. Trying to do the opposite... creating a product then finding a want to sell it to is very, very difficult.
- **One thing at a time.** Your audience can only take one action at any given time... so write your copy to ensure they take the action you want. It could be submitting a form, it could be clicking on the link in an email, it could be calling you. Just make sure you only target one action at a time and write your copy around it.
- **Benefits not features.** Repeatedly stress the benefits of your product/service. What is the ultimate benefit that your target audience can expect to realize from your product/service. Tailor your copy around this benefit. Don't list features... if you do, your audience will have to make the connection from features to benefits... and they may get it wrong... do it for them by talking up the benefits not the features of your product/service.

I hope you enjoyed this report on copywriting.

Please revisit the Copywriting Lion website and join in the discussion.

If you need any help with copywriting, let me know...

Neil Shearing , Ph.D.

<http://www.scamfreezone.com/support/>