



Terms and Conditions

LEGAL NOTICE

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting and finance fields.

You are encouraged to print this book for easy reading.

If you want to learn the best way to do simple writing job online, check out this link <https://bit.ly/3RAFzII> .

Table Of Contents

Foreword

Chapter 1:
Introduction

Chapter 2:
Basics Of Copywriting

Chapter 3:
Headline Essentials

Chapter 4:
USP vs. ESP

Chapter 5:
Call To Action

Chapter 6:
Handling Objections

Chapter 7:
Copywriting Mistakes To Avoid

Chapter 8:
Swipe Files

Wrapping Up

Foreword

Have you heard of the term: “Copywriting”? Wikipedia defined it as:

“Copywriting is the use of words and ideas to promote a person, business, opinion or idea. Although the word copy may be applied to any content intended for printing (as in the body of a newspaper article or book), the term copywriter is generally limited to promotional situations, regardless of the medium (as in advertisements for print, television, radio or other media).

The purpose of marketing copy, or promotional text, is to persuade the reader, listener or viewer to act—for example, to buy a product or subscribe to a certain viewpoint”.

In the online marketing world, copywriting is used extensively to promote blog readership, get opt-ins for list building and to monetize your prospects.

If you truly wish to be successful in your online business, you’ll have to learn the ropes of effective copywriting so that your readers will love you.

Thankfully, good copy writing practices is a learnable skill.

The Copywriter’s Handbook

Everything You Need To Know About Selling Effectively On The
Internet

Chapter 1:

Introduction

Synopsis

The ability to turn words into gold is probably the most important aspect of any marketer. If you can do this, it does not matter where you are in the world, you can make money from anywhere, anytime just from your words.



Intro

This whole copywriting thing came later on. Back in the day, the best “copywriters” were the great businesspersons of the olden days who knew how to sell anything to anybody. While people possessed powerful weapons, their most powerful weapon was their pen (or tongue).

Today, modern entrepreneurs are making a killing using copywriting techniques in their businesses. Bear in mind, selling things online is a lot harder than selling things offline because you lack the sincerity of voice and body language.

However, if you know how to tap into the power of copywriting to excite the emotions of your customers, you’ll be laughing your way to the bank.

In the next few chapters, I’m going to reveal to you these secrets.

Chapter 2:

Basics of Copywriting

Synopsis

Copywriting is used in many places throughout your online business funnel. Here are some examples of common used places:



The Basics

- Website content
- Blog posts
- Landing Pages
- Email Marketing
- Sales Pages

Remember, the ultimate goal of copywriting is to get your readers to perform your most desired outcome. E.g. making a purchase or signing up into your mailing list.

Therefore, it's very important that you determine what your desired result is before you embark on your copywriting crusade. Clarity is power so it's important to know what you are after so that when you write, things will go the direction you want it to go.

Okay, let's look at some basics. Bearing in mind that we want our readers to perform our most desired result, we also can't be too forceful. Here's rule number one:

Keep it casual

You want to be seen as a friendly person who is also an authority figure in your field and not like a blatant salesman. The latter will cause people to dislike you can treat you as spam.

The next thing you must know is that some rules are pretty illogical. But one thing that makes sense is this, good practices have been tested and proven (split-tested) by top online marketers for years, so rather than trying to re-invent the wheel, follow what works and reap the rewards!

However, I strongly encourage you do a little split testing of your own as well. Eliminate things that don't work and duplicate or multiply things that do – that is the surefire way to success!

Next up, we'll look into one of the most important components of a good copy – **headlines**.



Chapter 3:

Headline Essentials

Synopsis

The headline is the most important part of any copy. If your headlines fail to grab the attention of your readers, it doesn't matter how good your offer is or how good the rest of your copy is. You only have 5 seconds to make an impact on your readers before they move on, so make it count.



Here's an example of a good headline:

**"Home Business Expert *Labeled An Insane FREAK*
For Giving Away His Jealously Guarded '6 Figure
Blueprint' Manuscript (Worth \$97)... FREE OF CHARGE!"**



Contains Sizzling Information On Making Maximum Revenue From Home Businesses & MLM Industries With Virtually ZERO Competition!



Your Name:
Primary E-Mail:

YES! I Want My Free Download!

To get your free email so I can send the book to you. Your details will be strictly protected and safe. I will never be sold or shared.

WARNING: This Massive 100 Page Manuscript Contains Rock Solid Information On To Monetizing Your Home Business. Limited Copies Normally Sold For \$97 - Download NOW Before It Is Taken Off!

The headline has to be eye-catching and bolded to immediately get your reader's attention. The sub headline will reinforce the message of the headline.

In this case, the writer used font face "Impact" and red fonts to grab the reader's attention. The black words in the header are to break the monotony of the headline. It's also used to exemplify the important points (Free Of Charge).

Here's an important thing to note: You should never use FULL caps for your headline. Only use it when necessary.

“IMAGINE WHAT THIS WOULD LOOK LIKE IF THIS WAS ON THE TOP OF YOUR WEBPAGE!!!”

It looks like someone screaming at you – Who would like that? Also, full caps looks spammy and nobody nor Google would like that.

Also, headlines has to use eye-catching words which can **instantly excite** the emotions. Have you ever seen magazines at a newsstand? The headlines usually sound catchy and uses words which excite curiosity and emotions with topics like sex, money and drama.

Ask yourself, what niche are you in? What words can you use to excite emotions and create drama in your niche?



Chapter 4:

USP vs. ESP

Synopsis

We talked a lot about emotions in the previous chapter. Back in the days, many businesses use something called “Unique Selling Point” or “Unique Selling Propositions” to differentiate themselves from their competitors to rake in more sales.



Which One

While that is very important, in the online world, we have something additional called “Emotional Selling Point” – Which is the ability use tap into the emotions of your readers so that you can make them carry out your most desired action.

Here’s an example of an emotional selling point:

“I knew what it was like struggling as a new marketer, learning how to draw traffic to my website. Sometimes, I even had a slice of bread a day because I wasn’t making much money from my online business...”

This classic example relates the hardship faced by the marketer to the person reading the sales copy, who is probably facing the same problems he once faced.

Emotional selling points also deal a lot with powerful emotion stimulating words. For example, in the make money online niche you would use words like: “time and financial freedom, free from the shackles of 9-5, quit the rat face”. These terms are emotional terms related to the niche that people can easily relate to and connect with.

In short, if you wish to use ESPs effectively to market your business, ask yourself these two questions:

- 1) What niche are you in?
- 2) What kind of words/stories/situations that people in your niche can identify with?

Once you have determined the answer to these two questions, you can try and brainstorm as many ESPs as possible that you can use in your sales copies or marketing content.



Chapter 5:

Call To Action

Synopsis

The call to action is probably one of the most crucial components of any piece of content. The first thing you must do is determine what is your most desired outcome that you wish for your customers/prospects to carry out.



Action

Different components of your business would usually require a different sort of desired outcome.

Blog – Comments

Facebook page – Likes

Landing page – opt ins

Emails – Click throughs

Sales pages – Purchases

These are the common types of results you would typically want.

So once you have determined that, your call to action must be worded or shaped to facilitate that kind of action.

For example: For a blog setting, a good call to action would be – “If you liked this post of have any ideas of your own, please comment down below!”

As silly as it may sound to literally tell a reader what to do, split test studies have shown this to be really effective. So the best way to achieve results fast is to model what others have been doing which works and eliminate things that don't work!

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

