

**Small Copy Changes That Boost Conversion**

# **Small Copy Changes That Boost Conversion**

**By Dean Dhuli**

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## Small Copy Changes That Boost Conversion

### PREFACE

Congratulations on grabbing the second and updated version of my 'Simple Copy Changes' report.

Now you can read it, apply the tips, and stop losing precious sales day after day.

#### ***So what's this report about?***

In this report, I'll tell you some very simple and minor copy changes that will improve your conversions **noticeably** if made to your copy.

These are nothing new or unheard of, but there's a good chance you could've overlooked them before. So, ***listen carefully...***

**Naturally**, when you, I or for that matter anybody puts up a website, our main aim is to get better conversions and make higher sales.

After all, who wouldn't love to create a product once, and benefit from it over and over again?

But the reality is that we sometimes don't succeed in making the kind of sales we expect to, even when our product is really good. Clearly, the problem lies in the sales copy.

So I'm now going to reveal a few tips that'll help you plug the leaks in your sales copy...and *make it convert even better*.

I've implemented some of these tips to the copy I've written for my clients, and have seen very positive results in the form of increased sales.

And I've also gathered a few other techniques by interacting with some of my fellow copywriters and learning from their experiences.

All of these tips work, but they don't work in each and every case.

As a website owner, it is your responsibility to test and track these techniques...and determine which ones work for you, and which do not.

To your success,

**Dean D.**

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### **DISCLAIMER**

The information presented herein represents the view of the author only.

As with any sales copy, your results may vary, and will be based on your individual capacity, business experience, expertise, and level of desire.

There are no guarantees concerning the level of success you may experience. Each individual's success depends on his or her background, dedication, desire and motivation.

As you may know, a single technique cannot be guaranteed to work on all sales copy. A lot of testing and tracking is required to ascertain the method that would work for you.

While the information in this report has been gathered from extensive testing, there's no reason to believe the methods will work in every case.

The use of our information, products and services should be based on your own due diligence and you agree that we are not liable for any success or failure of your business that is directly or indirectly related to the purchase and use of our information, products and services.

Published By – ***Dean Dhuli***

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## **Tip 1: Make Your Testimonials More Effective**

As you may know already, testimonials are extremely important to add credibility to your offer or product.

That said, most testimonials we see today are short and generic...and do not mention anything unique about the product or service.

For instance, we find numerous testimonials like "*It's a great product! I liked it very much*".

Quite frankly, testimonials like these do not mean anything to your prospect.

*For your testimonials to be effective...*

**They must either talk about a unique feature of your product, or describe how your product helped solve a particular problem that your client had.**

So the next time you get a testimonial, make sure it does at least one of the things stated above.

And after you've done that, make them even more effective using the tips given below:

- a) Take out a piece of text that looks good from your testimonial, and use it as a title to your testimonial. This helps to grab the attention of the reader.
- b) Bold/Italicize catchy text within the testimonial.
- c) Use pictures of your former clients/buyers along with their testimonials.
- d) Testimonials can either be spread out evenly within the copy...or all inserted in one place. *The former method has been proved to give better conversions than the latter, but you must test both of them and find out which one works better for you.*
- e) Use Johnson Boxes and Sidebars to list your testimonials. These elements get noticed quickly, and so you'll have a better chance of getting the good testimonials read. They build credibility to your offer.

**Also Make Sure Your Testimonials Are Not Too Close To Your Headline.**

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People don't browse the Internet to buy products. They come looking for information. They come searching for solutions to their problems.

**Using a testimonial too early in your copy reveals the fact that you're trying to sell them a product, which puts them off instantly.**

Instead, try projecting your product as a solution to their problems...and use testimonials to eliminate any doubts they may have about your product.

This method works best for non-IM niches.

**At the same time**, testimonials can work if placed at the very top when you're selling a product that teaches people how to make money – either online or offline.

In this case, you need to convince the reader quickly that your product isn't hype...and so a testimonial at the very top proves that your product effectively does what it promises to do.

## **Tip 2: Add Human Touch To Your Guarantees**

We all know 'Guarantees' are essential to erase doubt and incite the prospect to act.

But, you shouldn't have a guarantee just because it's customary to have one.

You should make absolutely sure your guarantee jumps out at the reader, and makes a strong impact on his mind.

And here's how you can do it:

One way to do that is to place it within a Johnson Box. Johnson Boxes make the guarantee clearly visible.

You can also use appealing graphics to generate an emotional response from the prospect. Graphic images like the one used below have been proved to increase trust and hence conversions too.



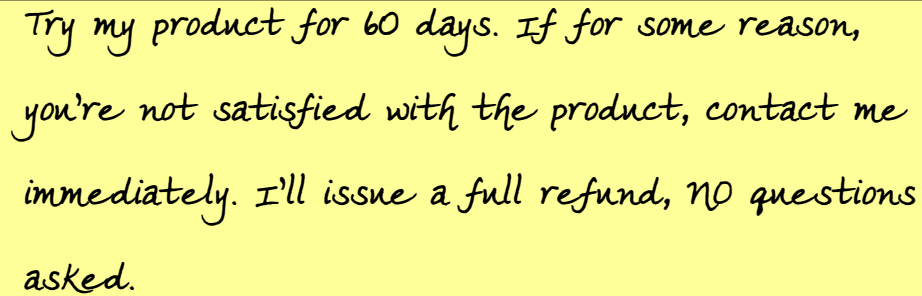
Better yet, you can use the Johnson Box and graphics together to use the combined benefit of the two to improve your sales.

*Apart from these, another new method has been rapidly growing in popularity these days.* Not many websites are using this method right now... and so it's still very much NEW!

And that is – ***The use of handwritten guarantee notes.***

Hand-Written notes are extremely effective in building up trust in the mind of the reader.

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*Try my product for 60 days. If for some reason, you're not satisfied with the product, contact me immediately. I'll issue a full refund, NO questions asked.*

It's extremely easy to create notes like this.

A number of handwriting fonts are available on the Internet. Download some of these fonts.

For instance, **Coffeecup** offers a large collection of all types of free fonts, including handwriting fonts. You can download them from their website here: <http://www.coffeecup.com/freestuff/fonts/>

If you're using Windows XP, go to 'Control Panel > Fonts'...and copy all the downloaded fonts to this folder....and they get installed automatically.

And if you're good at Photoshop, you can use various effects to create an image of a guarantee note written on a piece of paper, which looks even better.

Such effects can also be created using the Screen Capture software '**SnagIt**'.

Or, if you can't spend money on software right now, you can simply go the traditional route -- writing out a guarantee on a piece of paper, and using the scanned image on your website.



## **Tip 3: Make Your Guarantee Twice As Powerful**

People are bombarded with hundreds of sales messages everyday. When they hear about a new money-making strategy, they're more skeptical than ever.

What can you possibly do to overcome this lack of trust? Have a refund policy in place, of course!

But again, 100% refunds have become pretty common. People don't grab each and every product they see just because it has got a full refund policy.

A better idea would be to **offer a refund bigger than the investment.** Even a double money-back guarantee, if you're really confident about your product.

You must have come across many 110%-150% refund guarantees.

*Such guarantees serve another purpose too.* They make your prospects anxious to buy your product, implement your strategy and see the results for themselves.

**By Taking This One Step, You've Completely Eliminated  
The Risk For The Buyers...And Now The Risk Is Entirely On  
You.**

Keep in mind that this tactic can also backfire badly if you're selling to the wrong prospect.

There will always be 'Serial Refunders' looking to get your product for free. They will purchase your product this minute and ask for the refund two minutes later -without even glancing at it.

A full refund wouldn't cause much damage in such case because you won't be paying anything from your pocket.

But imagine the scenario if you were offering a 150% refund.

So, you should be extremely careful before deciding to offer this type of guarantee.

## **Tip 4: Hiding Behind Your Copy?**

People prefer to buy from businesses that have a valid physical address and a good customer service record.

The same thing holds true even while buying info products on the Internet.

People are now buying products from businesses and individuals located on the other side of the world. Hence they'd want to be doubly-sure before they give you their hard-earned money.

So make it a point to have your photo, name, telephone number and a physical address on each of your sales letters.

### **Tell your prospect why you created the product you're selling ...and what it has done for the people who've acquired it.**

*Doing so clears up the doubts your prospective client may have because:*

- Firstly, it proves your product is legitimate. It shows you're not running a scam...and that you're ready to stand behind your product at all times.
- Having your picture on the web page gives an assurance to the reader that there's a real person running this business behind the scenes.
- Having your physical address on the page proves you're an honest businessman...and that you have NO reason whatsoever to hide from them.
- An even better idea would be to have an audio or video clip of you talking to your reader on your copy. Having a human voice talking to the reader adds human touch to the copy...and helps you connect with the reader at the emotional level.
- **But keep in mind that what you say in the audio or video is as important as your sales copy itself, if not more.** A bad audio and video will only damage your conversions greatly, rather than improve them.

Here's a great FREE report on how to create audios for your website easily:  
<http://highpowercopy.com/resources/BM-5-Steps-To-Killer-Web-Audio.pdf>

Some People Use Different Names For Different Niche Products.  
If That's The Case, The Above Advice Cannot Be Implemented.

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Resistance to sale is less if you have your 'real' details on the sales page.

If you try to conceal your personal information, you could be suspected of selling a product that's either illegal or something you don't own the rights to.

There are many people who dishonestly sell products owned by somebody else. In most cases it's impossible to identify such products. And the fact is people who sell such products mostly use false names.

Using your own name will help build credibility and erase any doubts your prospect may have about the authenticity of your product.

That said, using the same identity or name for too many unrelated and distinct niches can create 'branding' problems.

People prefer to buy from experts. When people see a specific name, they recognize him as an expert in a specific niche.

If this person starts selling products in totally unrelated niches, it damages the integrity of the author...and the products created by him.

So this is one decision that needs to be taken after proper deliberation.

## **Tip 5: Pictorial Presentation Often Beats Textual Explanation**

Have you ever heard the saying – “A picture is worth a thousand words”?

It has been proved that human mind interprets pictures with greater ease than plain words.

Pictures can be used either to convey a feeling or add credibility to your copy. They can be used either to add humor to your theme or indicate the severity of a situation.

This is exactly what led to the rise of eCovers.

Using eCovers or pictures of your product on the website, you can provide a tangible experience to the reader.

And you can also use cartoons, clip arts, photos and any other drawing in your copy, the only condition being that they should be relevant to the theme of the copy...or the situation in which they're being used.

Displaying hacker proof logos like the ones given below has also shown to improve conversions.



### **Pictorial Presentation Is Even More Effective When Selling Software**

In this case, you can create a video of software in action...and put up the same on your website.

Most of your prospects will not have in-depth technical knowledge about software. So they'll always be a tad skeptical about whether they can use your software correctly and profitably.

When they see the video, they'll WITNESS how easy it is to use the software...and the resistance to sale will reduce greatly.

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**So make it a point to provide pictorial presentation wherever possible...and be sure to test the effectiveness of your pictures.**

And don't forget to add interesting captions to the pictures and videos that you use on your copy. Captions are another great place to advertise the benefits of your product.

Here's another FREE report on how you can create good videos for your website easily:

<http://highpowercopy.com/resources/BM-3-Steps-To-Killer-Web-Video.pdf>

Another resource where you can get some really good, hand-drawn notes and expressions is **Copydoodles**. Hand-drawn notes are nothing new to traditional direct mail, but on the Internet they're not used much yet.

So if you haven't heard about this yet, here's the link:

<http://highpowercopy.com/recommends/copydoodles/>

Hand-drawn graphics have also been shown to increase reader response.

## **Tip 6: Get Greater Response By Creating 'Double Urgency'**

You probably know the 3 techniques that make increase urgency.

They are:

- Limiting the offer – Release limited copies of the product.
- Limiting the price – Increase price after the first few sales
- Limiting the time – Limit the time for which the product will be sold

While these methods definitely work, here's what you can do to make them even more effective.

### ***When You Ask Your Readers To Buy Your Product Also Remind Them What They Will Lose By Not Buying NOW.***

For instance, pick out your prospects' biggest desire.

After you've presented the limited offer to your prospect, just say something like: "You want to (biggest desire), don't you?"

Or you can **list all possible negatives outcomes** of not getting your product saying – "Here's what you lose by not getting this product immediately:"

And **follow these up with** – "Here's your chance to put an end everything you've been going through:", or something like that.

Just quickly give them a picture of how their life will change for the better after getting your product.

This technique will get you a greater response than just simply stating your limited offer and telling them to buy.

You're now creating double urgency rather than single urgency...and hence urging the reader to act quickly.

You are evoking the hidden fears that the prospect may have – like the fear of loss, the fear of falling behind, the fear of failure, the fear of the unknown, and so on and so forth.

Doing so also helps us solve another problem.

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It has been found that a considerably high percentage of people who click on the 'Buy now' back out before completing the order.

These occurrences are termed as Shopping cart pullouts.

Using double urgency reminds the buyer of what he stands to lose by not grabbing the offer, and increases the chances of him completing the payment.

## **Tip 7: Always State The Problem Before The Solution In Your Headline**

We see numerous headlines everyday talking about the benefits straight away.

While this is certainly a good approach, you can get even better conversions by making one small change to your headline.

**The Idea Is To Present The Problem And The Solution Together, With The Problem Being Addressed Before The Solution.**

*Here's an example:*

A headline before implementing this tip:

**Discover A Simple And Low-Cost Method To Drive Targeted Traffic To Your Website**

The same headline after implementing the tip:

**Is Lack Of Visitors Killing Your Product?  
Discover A Simple And Low-Cost Method To Drive Targeted Traffic To Your Website**

Just make sure you state your prospect's problem directly or indirectly in the headline. The idea is to remind the reader about his problem...and then quickly offer a solution.

This gives the reader a stronger reason to keep reading the copy.

People are tired of being told what to do. So you're giving them a product that will help them do it easily.

*Some of you may think the pre-head does the same thing, but...*

Using the pre-head to introduce the problem or to ask an already obvious question eliminates the chance to build credibility from the word go.

On the contrary, by using pre-heads like the ones given below, you have the chance to grab their attention right from the very first word:

- a) "Millionaire marketer finally reveals the blueprint to his success..." (an IM product)



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- b) "I couldn't take the humiliation anymore, so I worked hard to 'trim' down" (a Fitness product)
- c) "I used this revolutionary new software and improved my profits by 33%" (testimonial for a new software)

These are just a few examples and certainly not the best ones. But you get the idea, don't you?

In the same way, you can use testimonials, results, story leads, and product owner's credentials to build credibility instantly...right from your pre-head.

*Be warned that this technique does not work every time and for every niche.*

The idea of using this technique is to make the headlines more powerful. So make sure you use it only if you're able to accomplish that.

## **Tip 8: Your Page Title And Headline Should Work Together**

Another thing website owners ignore a lot of times is the title of the web page.

More often than not, your visitors will see what's on your title bar before reading your headline or the content on your webpage.

So it's extremely important that your page title bar and your headline talk about the *same product*.

Saying different things in different places may irritate them and make them leave your website immediately.

For instance, having titles like "New Page 1" on your title bar can lower your conversions. And if you're selling golf clubs, make sure you don't use generic titles like "Sports Equipment".

### **Having The Right Title Is Another Way Of Qualifying Your Prospect**

Keep in mind that the title of your webpage plays an important part in bringing in organic search traffic.

If you take the above case as an example, 'Sports Equipment' brings in all the visitors who may or may not be looking for Golf Clubs.

But having the title 'Golf Clubs' on your title bar brings in highly-targeted visitors...and increases your chances of making a sale.

It also saves the people who are not your targeted visitors a lot of time...and prevents you from expending your bandwidth in vain.

## **Tip 9: A Better Place To Use Your Opt-In Form**

Most people will tell you to place your opt-in form at the center of your sales copy. But there is no guarantee that this method will work in every case.

The optimum position for your opt-in form should be finalized after testing and tracking opt-in rates for different positions, for each of your sales copy.

No matter where the opt-in form is placed, very often another problem arises - your visitors will opt-in, get the FREE report you're giving...and then leave your product to rot on their hard-drive.

They probably won't even remember the location where they saved it.

Agreed, you have their email address now...and you can use it to remind them of your product again, but the whole process takes a lot of time.

Your primary aim is to make the sale quickly. Or to be more precise, make the sale NOW.

If that is the case, you must minimize the distractions to maximize the sales.

Filling out the opt-in form is by and large just another distraction, regardless of whether we accept it or not.

But again, it's also important to grab the contact details of visitors who don't buy your product the first time around. How then can you accomplish both of these things together?

### ***By setting up your opt-in form on the exit pop-up.***

Removing the opt-in form can increase your conversions because your readers have only one option now...and that is to BUY.

Worried about pop-up blockers? Let me tell you there are tons of software out there that can easily bypass the best pop-up blocking tools available today.

A number of websites are doing this, so it is pretty effective.

By reducing the distractions, you can maintain greater control over the reader's mind...and make him take the action you desire.

And when you have to make your visitors opt-in at exit, it's extremely important you offer something your visitors simply can't refuse.

While this would seem pretty obvious, the catch is that the products given away at the exit pop-up should be better than those given away on the sales page directly.

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This is because the readers don't like windows popping-up on exit, and so your FREE product needs to be simply irresistible to get them to opt in.

The software I'd recommend for creating attractive pop-ups is Mike Filsaime's **Impact Popup**. Find out more about the software here:

<http://highpowercopy.com/recommends/impactpopup/>

At the same time, you can display one or two chapters of the report on your sales copy itself, instead of giving away free sample reports through email.

This will help you keep the reader on your webpage, eliminate the doubts he may have and increase the chances of closing the sale.

## **Tip 10: Always List Your Best (Highest Priced) Offer FIRST**

List your best offer at the very top, and follow it up with the other offers which are of lower price and lower quality in a decreasing order.

Prove to the reader how your highest price package offers more value than the other low priced ones. Show them what they lose by NOT getting the best package available.

**Psychology tells us** that people always want the best value, no matter what the cost. They are always willing to pay extra money to experience the feeling of having acquired the best.

So the chance your reader will purchase the highest priced package is very high.

The secret to the success of this method is you must totally convince your prospect that it's plain-foolish to purchase a package other than the one that's giving him the best value.

You must also add a number of terrific bonuses to the higher priced offer to spruce up its value...so it stare downs at your buyer and eventually makes him give in.

### **Great Value At A Slightly Higher Price Is Something Most Buyers Wouldn't Say "No" To**

Here are different types of bonuses that boost the value of your product:

- *Demonstration of how to use the product profitably by means of audio and video.*
- *FREE or cut-rate installation for software and scripts.*
- *Related FREE reports, ebooks or software* – Preferably additional plug-ins for software, bonus reports with ebook purchase, etc. which are related to the original product.
- *Phone consultation with the buyer*– This is best for service-based businesses.
- *FAQs and Quickstart guides for your software/report* – These guides will help the buyer get started easily and quickly.
- *Checklists to keep track of their progress* – A step-by-step approach to evaluate their progress en route to achieving their goal.
- *FREE updates to software or reports/ebooks* – Giving the buyer subsequent releases of your product within a specific time after purchase for free.

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- *Links to websites providing useful information.*
- *Separate membership sites for buyers and forums to interact and communicate* – Members will get additional tools to help them attain their goals, and they can use the forums to help each other out with solving their problems.
- ...and many more.

**Tip 11: Make Sure Your Order Form or Order Button Stands Out From The Rest Of The Copy**

How often have you had to search the entire sales copy to find the order button?

Though this may seem a little silly to you, this is a common mistake found in many a sales copy.

These sales letters have people drooling over the product, and eager to get their hands on it...only to keep them wondering where the Order Button is.

And in some cases, readers are forcefully made to read the entire page before they're given the instructions on how to order.

So, the solution to this is to have 2 or 3 additional order links distributed evenly throughout the copy that lead the reader directly to the order form.

Also, use graphics to **point out** where exactly the buyer can make the payment.

Using credit card logos within the order box has also been known to increase credibility and boost conversions.

## **Tip 12: Writing Better Headlines**

### **A new resource for you...**

We all know how important headlines are.

Regardless of whether it is a content website or a sales copy, you need good headlines to get your articles or sales letters read.

Writing good headlines is a skill that develops with practice. Some of the things you can do to improve this skill quickly are:

- a) Go over magazines and newspaper regularly to collect headlines that grab attention.
- b) Collect headlines from successful sales letters on the Internet.
- c) Build a swipe file of headlines which you can refer back to from time to time.
- d) Observe book reviews on Amazon.com regularly – some of these reviews have really great headlines.
- e) Pull headlines out of your customer testimonials – Customers testimonials are a collection of their thoughts, fears and emotions. So they give you a few really good ideas on how to craft your headlines.
- e) Rewrite proven headline templates into a great headline for your sales letter

Here's a list of the 100 Greatest Headlines ever written. You can write your headline based on one of these proven templates easily and quickly.

[http://www.abraham.com/articles/100\\_Greatest\\_Headlines\\_Ever\\_Written.html](http://www.abraham.com/articles/100_Greatest_Headlines_Ever_Written.html)

Consider this headline as an example.

"THEY LAUGHED WHEN I SAT DOWN AT THE PIANO --- BUT WHEN I STARTED TO PLAY!"

This headline template has been rewritten numerous times for different kinds of products. You can do the same too.

**However, there is another new resource that can help you improve your headline writing ability.**

It is a website called [Psychotactics.com](http://Psychotactics.com).



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This website talks about issues related to Psychology, Branding, Customer Retention, Internet Marketing and Advertising. So it definitely helps you improve your marketing efforts on the whole.

When you sign up for the Psychotactics newsletter, you get a free report titled **"Why do some headlines fail?"**

This report delves deep into the inner workings of the human mind to help you understand why some headlines work always better than the others.

It's a pretty good report...and a great newsletter too.

When you start to know how the human mind takes important decisions, it becomes easier to run your business accordingly. So you should sign up immediately.

## **Tip 13: How To Avoid Tooting Your Own Horn**

So often we come across sales letters that seem to be bragging about the product all the time...without even bothering to tell what it can do for the buyer.

When this kind of bragging goes beyond a specific limit, the sales copy become too hypey...and the readers start feeling the claims are too good to be true.

There are two things you can do to keep you sales copy look humble:

**a)** Instead of touting your achievements yourself, let someone else do it for you.

Think about it! If you're addressing your readers directly through your sales copy...and you talk about how you achieved success, how highly you're respected in the business circles, and how proud you are of your achievements...the reader will feel you're downright arrogant.

On the contrary, if a third person came forth and told the readers about how he achieved so much with your help, that would be much more humble.

**b)** If you're firm on addressing your audience yourself in the sales copy, you should start by talking about your mistakes first.

Tell them how you desperately kept trying one thing after the other – kept failing – and finally discovered the right way to do it.

That way people will see that you're also a normal guy like them...and that you too had to do your homework before you attained success.

**A simple method to determine if you're bragging too much about yourself is to count the number of You's and the number of I's in your copy.**

And the good thing is you there's an application to do that for you too. Here's the link: <http://www.futurenowinc.com/wewe.htm>

This application simply calculates the number of customer-focused and self-focused words separately...and rates your copy on the basis of that.

## **Tip 14: Never Try To Hide The Flaws**

The mistake made by many product owners is that they try to hide the flaws in their product.

They give an impression that their product is the best one in the market in a specific niche...and that it is no shortcomings whatsoever.

Let me tell you that this kind of approach will only increase your refund rates.

By doing so, you're giving an opportunity to the serial refunders to ask for the refunds based on these shortcomings.

In fact, everybody who buys a product will have some sort of expectations from it. So it's extremely important to address what your product can do, and what it cannot, and what flaws it contains.

By doing this, you accomplish three things:

- 1) Since your prospective buyers have been warned beforehand of the defects your product contains, the number of refunds you will have to give will be reduced considerably.
- 2) You are eliminating a few reasons the serial refunders can use while asking for refunds.
- 3) You will come across as an honest person when you reveal all the flaws yourself. It will help you build trust and credibility.

The fact is that there will be very few products which are 100% perfect. Most products out there will have one flaw or the other.

People will be happier to buy from a person who speaks frankly about the defects in his product.

In fact, though some people may feel at a later time that your product is not what they felt it would be, they will not ask for a refund...because they'll feel you have already addressed that issue and hence it would not be ethical to ask for a refund.

***Here's the right way to go about admitting your flaws:*** Start off by explaining all the benefits your product offers, how it makes a specific task easy, and so on and so forth.

And then reveal the flaws your product has in a small paragraph...and also show them how the benefits of your product outweigh the weaknesses.

## **Small Copy Changes That Boost Conversion**

Prove to the reader that these shortcomings can be overcome with little effort, hence eventually presenting a positive image of your product to the prospective buyer.

## **Tip 15: List Your Bonuses The Right Way**

The main reason why we use bonuses is to add more value to the offer...and more importantly, to make the price look insignificant when compared to the value being offered.

This is where many product sellers make a small mistake in their sales copy.

**They list the price before listing the bonuses.**

And then they start justifying the price by talking about the bonuses offered one after the other.

If you observe some successful sales letters on the internet, you will realize that the right way to do this is ***list the bonuses before listing your final price.***

Specify each item that you'll be offering as a bonus...and tell the buyers how much it would cost them to buy it separately.

Add up the individual prices of each of these products.

Show the reader that he's getting the bargain of a lifetime. Tell him that this deal will be available only for a limited period.

And then, when you disclose the price at this point, it automatically justifies itself.

There's no need for additional explanation on why you chose that price.

The readers will naturally see that it's one steal of a deal offer.

Apart from that, make sure you're revealing your bonuses only after you've given the reader enough information to make an educated decision about your product.

Bonuses should be used to help close the deal. People should not buy your product to get the bonuses.

## **Tip 16: Authority Makes Your Product Sell**

If you've sold a product for any period of time before, you know that people buy **only from** 'experts'. This rule holds good for both online and offline marketing.

So the important thing is to establish authority over your subject in the sales copy. There are a couple of ways to do this:

a) *Listing your credentials*: If you have some sort of educational qualifications or work experience in a particular field, it straight away adds credibility to what you say. If you have both of these, then it's definitely much better.

People will see that you're a proven 'expert' in the field, and will feel more confident while buying from you.

b) *Telling the story*: Always tell your readers the complete story behind the creation of your product.

Tell them why you got interested in that particular niche or topic, how you went about creating that product, and how it helped you solve your problems.

Regardless of whether you may or may not have any qualifications in a field, a good story always helps to sell your product better.

Here's why:

A nicely knit story hits the readers' hot buttons. It brings out emotions embedded deep in the readers' minds.

When a person going through a similar phase in life reads the story, he is easily able to relate various incidents in the story to those happening in his own life.

This makes him eager to buy the product and try it.

c) *Customer testimonials*: Testimonials from satisfied customers are a mix of their emotions, feelings and desires.

If your product is good, and has really helped the customers, they don't hold themselves back while acknowledging that it worked.

These testimonials hence add credibility to your word and to your product, since it has been proven that it works.

## **Tip 17: How To 'Sell Before You Sell'**

Most people have a constricted opinion of what the sales copy really does.

They think that the prospects already know 'everything' about their subject... and they just need to hit the readers with blatant sales pitch to make them buy their product.

But this isn't true.

There will be those who know completely about your niche/subject...and there will be those who know about it only partially.

By not providing adequate information, you'll lose prospects that had little knowledge of your subject...and felt this product was only for more advanced users.

So your sales copy has two functions –

- To provide the reader with enough information to make him feel comfortable about the product...and convince him that he 'needs' it.
- To use various sales techniques and convert this 'need' into a 'want'. This is where you use the sales pitch, state your guarantees and bonuses, and make the reader pull out his credit card.

You'd have seen some sales copy that has been extremely successful.

If you look deeper, you'll realize that the sales copy doesn't just ask the reader to buy the product. It also provides a lot of useful information.

This additional information helps put the prospect in the right frame of mind to make the purchase.

## CONCLUSION

### (Plus A Bonus Tip)

No Internet marketer likes to get refund requests for his products. So here's how you can improve your product and reduce refunds.

**Always try to get feedback from your clients about the quality of your product.**

Just tell them you're looking to make your product even better, and so you want their opinion on it.

Even when you get refund requests, issue the refund and then send a polite email asking why they didn't like your product.

In most cases, you will get a reply. If too many such replies talk about the same thing, then your product definitely has a problem you need to tend to... immediately.

And as I've been saying all this time, there's no guarantee that a technique which has worked for one product will work for the others too.

So, you got to **split-test and track your results regularly**...and then use the results to modify your copy and achieve better conversions.

Split-testing is a huge topic...and I'm not an expert on it either. So I'm not going to discuss it in detail here.

There are quite a few FREE A/B split testing scripts and page rotating scripts available on the Internet.

You can download any of them and install on your server easily.

However, when visitors see things like index1 and index2 in your URL, they may visit the other page too out of curiosity...and so your results will not really be accurate.

The split testing tool I use is **Eazytestandtrack**.

While most tools allow you to split test only one copy element at a time, this tool allows you to test multiple elements on your webpage simultaneously.

Clearly, multi-variate testing has its advantages.

For one, the freedom to test multiple elements at a go saves you a lot of time and effort. So, you'll be able to improve your conversions quickly without losing prospective buyers.



## Small Copy Changes That Boost Conversion

And best of all – this tool is entirely web-hosted. So there's no need to install any scripts on your server.

So you can use this tool without any problems even if you're a consultant and want to test the conversion on a client's website.

**Click here for your risk-free trial:**

<http://highpowercopy.com/recommends/eazytestandtrack/>

Okay then, that's all I've got for you right now.

I know that the first thing that comes to your mind after reading this report is, "I already know most of these. They're pretty basic techniques."

Yes, they are. But what's important is NOT how many of these techniques you know, but how many are you applying to your sales copy right now.

These are pretty basic things most people overlook. So there's a good chance you could have missed some of these too.

Please apply the techniques specified in this report with careful testing...and improve your sales.

Good luck to you,

**Dean.**

### Who Am I?

My name's Dean Dhuli, and I am a professional copywriter.

I realize that the idea of writing sales copy can be scary to some. But not to me!

You see, my talents are anchored heavily in sales copy...and nothing gives me more pleasure than being able to turn words into sales for my clients.

So I'd like to make myself available to assist you in your sales copy needs.

I write Website Sales Copy, Direct Mail Letters, Squeeze pages and Autoresponder email series for my clients. And I offer all these services through my website – **HighPowerCopy.com**

To benefit from my services, you can contact me through the above website, or simply email me at: **dean AT HighPowerCopy DOT com**