



10 Tips to Get You More Business Using Copy

Hi,

I'm Lorrie Morgan-Ferrero of www.RedHotCopy.com. It's refreshing when people want to improve their copywriting skills so I'm thrilled you've downloaded this tip sheet on copywriting.

Copywriting: What Is It?

Copywriting is basically selling through words...and you're in sales, right? Copy sells through language constructed through a very simple, but effective formula. I'd like to share some of my favorite tips when you're creating your own copy.

1) Where can you use copy effectively?

- Sales letters
- Print newsletters
- E-zines (online newsletters)
- E-books
- Press releases
- Advertorials
- Web site content
- Brochures
- Marketing materials such as invitations, posters, flyers
- Fundraising materials
- Power Point Presentations
- Radio spots
- Audio/Video scripts
- Any place there are words

2) When writing copy, there's no excuse for misspellings or careless errors. If in doubt, look it up. Merriam Webster has an online dictionary at <http://www.m-w.com>.

However, copywriting does allow poetic license when it comes to stringing words together. Most everything your English teacher



taught you about never using run on sentences or sentence fragments doesn't hold water here. Go ahead and start a sentence with a conjunction like "and." It's all fine in the copywriter's world. The key is to sound conversational. You're establishing a relationship with your customer.

3) Know your audience like a potential suitor. Copy is about relationships. You have to reach through the words and grab your customer's attention. Make him or her want your product. So go back to the roots of why this product exists at all. Whose need does it fill?

Brainstorm and write down everyone who needs your product. Each group is your target audience. You can't write for them all so pick one and streamline your approach.

Now your job is to find out everything you can about that target group. One way is to go to Google (<http://www.google.com>) and type in a brief description of that group. Try different combinations of words...even different spellings or misspellings. For example, if you're writing copy about vitamins, try 'supplements' and the misspelled "suplements," (sic).

4) Who else is selling to your market? You need to do some homework on who else is looking to reach your customers. How are they doing it? Again, a simple Google search will help. You may also try <http://www.Alexa.com> which is a site run by Amazon on website statistics. Use this research to usurp the competition and woo your target market to your product!

5) Features/Benefits Brainstorm...This is it - the secret method I use with every piece of copy I create to make it razor sharp.

When I'm looking at creating copy for a new product I take a sheet of paper, draw a vertical line down the center and title each side. On the left is "Features." On the right is "Benefits." (NOTE: Handwriting works best for me on this exercise – you do what feels right for you). Now list all the features under that



heading. Features are the adjectives of the product. What does it look like? What does it do? How does it help? What unique advantage does it offer? How is it different than other products? And so on. You should be able to list a minimum of five features.

Next under the "Benefits" heading, describe the outcome of each feature. How does that particular feature bring value to the customer? Will they sleep better, eat better, make more money, what?

Don't be afraid to talk to real life prospects who can help you identify benefits they see in your product. You may even get ideas for new benefits.

6) How Would You Like To Increase Your Profits By 87%?

Spend at least as much time writing the HEADLINE as you do the rest of the copy. Shocking, isn't it? But if your headline stinks, kiss your customer goodbye. They won't even bother reading the copy you labored and sweat over. That's why the headline is the single most important aspect of copywriting.

'Based on hundreds of tests conducted, a good headline can be as much as 17 times more effective than a so-so headline. And this is with exactly the same body copy!' said Ted Nicholas, the 'Guru of Direct Mail Marketing.'

7) Use emotion-packed language in the present tense.

The present tense has more punch than the future or past tense.

Some of the most popular emotional phrases are:

- => Inside Secrets Of...
- => Limited-Time Offer...
- => Once In A Lifetime...
- => The Quickest Way...
- => A Simple Solution...



I recommend getting the book **Words That Sell** by Richard Bayan. It's like a thesaurus for copywriting. Remember, the two most valuable words are "you" and "free".

8) Wrangle 'Em In With The Inverted Pyramid

Studies show you have 3-8 seconds online before attention is lost forever. Once you've grabbed them with your kickin' headline, you need to keep your prospect reading. That's why you must put your most important information up front.

This is a journalistic technique called the inverted pyramid. Imagine a triangle upside down balancing on its tip. The most important information represents the base of the pyramid – on top.

Look at a newspaper article. Notice the who, what, why, how, when and where are always at the beginning. The lesser information is at the bottom or on the tip of the pyramid. In copywriting, the lesser information gets tossed away completely. You'll need to end with a strong close unlike journalists who simply stop writing to end their articles.

9) Diet Your Words Down and Other Copywriting Tips

The quickest way to write effective copy is to get rid of the unnecessary words. Your English teacher called them "qualifiers." They're useless descriptive words like "so, very, rather". If it doesn't add to the sentence lose it.

Don't use several words when you can use just one. For example:

"the reason why is that" = "because"

"the question as to whether or not" = "whether or not"

"she is a girl who" = "she"

Drop the word "that." You'd be surprised how many of those you can erase from your copy, giving it an even flow.

Use shorter words when possible. Instead of "attended" use "went."



Sprinkle your copy with contractions. "Don't" instead of "do not." It sounds more conversational.

Read your copy out loud. You'll likely hear ways to make it better once you hear it. Your customers read your copy silently in their own minds so write like you talk.

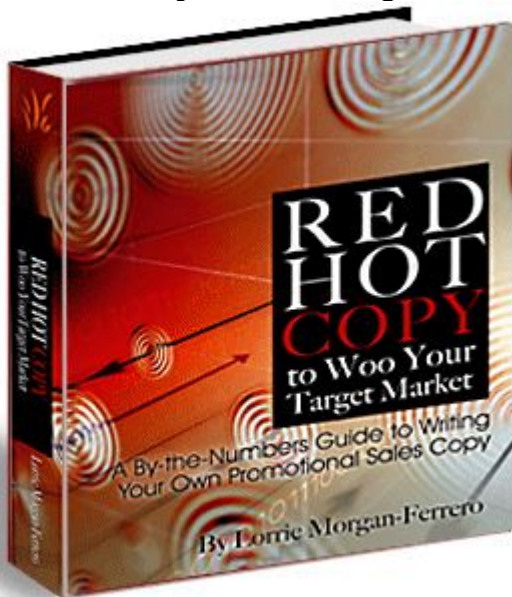
10) The Cardinal Rule of Copywriting: Expect To Rewrite
Revising IS writing. Don't fall so in love with your own writing that you resist changing any of it. (Falling in love with the PRODUCT, however, is required!) Once the material's in one place, it becomes obvious that there are problems in the order the material is presented – called transpositions. In the old days, they used to have to take scissors to paper and rearrange copy by hand. Be thankful you have a computer and go over that draft at least twice more.

So you see, copywriting isn't just about the mechanics of stringing words together. There are many hidden facets to it making it truly an art form.

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Accelerate Your Marketing with the Smart and Savvy Copywriting Advantage!

In my experience, everyone's copy could use a little boost. If you're ready to learn more about specific strategies and cutting-edge tactics, *as well as case studies you can model in your own marketing*, check out my award winning course, "**Red Hot Copy to Woo Your Target Market**". There simply is no other step-by-step product of how to effectively improve your copy whether you are a beginner or an expert.



Details are at www.redhotcopy.com/copy3.html

The hard copy includes audio CDs to learn on the go.

Or you can invest in the downloadable version without the CDs. (Read about that option at the end of the page.)

Internet marketing guru, Tom Antion says, "One of the things I preach is 'speed to market.' That's what you'll get when you put Lorrie's workbook to use. In minutes you'll actually have copy that's already been tested. How

can you ask for better than that? This workbook belongs in every Internet marketer's library."

America's leading expert on human potential, Mark Victor Hansen says, "If you want red hot sales, you need red hot copy and Lorrie is the right one to deliver the goods."

Booklet Queen, Paulette Ensign says, "Lorrie Morgan-Ferrero's enthusiasm is contagious in her anyone-can-do-this workbook. She models the brilliance of what she teaches on every page. Her *Busy Person Techniques* are nothing short of fantastic. "Red Hot Copy..." is one of the most down-to-earth approaches I've ever seen on the topic."



About Lorrie Morgan-Ferrero, President of Red Hot Copy



Lorrie Morgan-Ferrero founded **Red Hot Copy** (www.RedHotCopy.com) in 1999 in an effort to work anywhere, raise her family, and still make a good living. Her background in journalism and acting prepared her for the competitive AND creative nature of copywriting.

Lorrie's words have sold products in a variety of industries including, nutritional supplements, professional speaking, the seminar business, hypnosis, health & fitness, biz op,

and entrepreneurial services. After working closely with clients like international marketing dynamo Ali Brown, inspiring women's leader Ellie Drake, motivational speaker Les Brown, 'Millionaire Maker' Loral Langemeier, 'Virtual Book Tour Guru' Alex Mandossian, and Mark Victor Hansen, co-author of "***Chicken Soup for the Soul***" series, among many others, Lorrie now focuses her passion on educating entrepreneurs and copywriters how to shift from the hype-filled sales copy to a more modern version...copy written with **authenticity, trust, and rapport**.

She is a frequent guest speaker (on television, radio, live onstage and via Internet). Lorrie has written **two award-winning home study courses**, holds **live workshops**, heads her own **mentorship programs** for copywriters and entrepreneurs, and is the **author of the original book, 'The She Factor'** based on her own '*The She Factor Marketing System*.' Lorrie is a direct descendent of Ralph Waldo Emerson but swears their writing styles are completely different.