

Title:

How To Make Writing Good Sales Copy A Snap

Word Count:

640

Summary:

Writing good sales copy is easy, if you follow simple rules. This article shows you how.

Keywords:

copywriting, ad copywriting, marketing copy, ad copy

Article Body:

One of the biggest challenges to selling your product or service online is writing the sales copy.

You have a product that you believe in and stand behind. Your price is competitive and you offer a unique value.

Start with the main focus of your sales letter: Ask yourself; What is the Unique Selling Proposition (USP)?

The USP must be something that your competitors do not offer, or your company does better for.

The outline to use for good sales copy includes these things in order of appearance on the page:

1. Benefit Headline. Tell your customer exactly how they will benefit from buying your product.
2. State your USP in easy to understand text. Let the buyer know they have found a unique solution.
3. Give the reader an idea of the many advantages of owning your product. This will keep them interested.
4. With one line of definite purpose, restate the main benefit you started the sales copy with.
5. Next, use a small list of the best features your product has to offer. A feature is something that your product has that your competitors do not have.

You have now captured your prospect's attention, interest and hopefully their desire. Some copywriters will stop here.

Closing the sale really comes down to simply asking for the person to buy your product. It may seem simple, but it is not.

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