

Writing Articles That Sell

A Concise Guide On How To Create Articles To Effectively
Sell Your Products And Services

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Salesmanship in Print

It is vital in any online business venture that you come up with a plan to market your site and your products to the world. Without advertising, it is quite likely that no one will ever even know that your site exists, and the consequences of that are obvious. You will make few if any sales, and your venture will probably fail. But there are tools you can use very effectively to market your business and get sales rising fast. Which tools you use and how you decide to use them will depend on many things. But no matter what you decide, there is one must-have for the advertising campaign of your online business.

It's called **copywriting**.

History Fact: For anyone not familiar with copywriting, it is commonly referred to as "*salesmanship in print*". John E. Kennedy, a Canadian law enforcement officer, called it "salesmanship in print" in 1905, and that label has stuck to it ever since. Copywriting is an essential tool for Internet Marketing, not to mention any other form of business advertising. The reasons are numerous, and the results are hard to ignore.

One of the greatest things about copywriting is that it is an inexpensive form of repetitive advertising. Repetition is vital to the success of a marketing strategy, since you want to reach as many people as you can, as many times as you can. It is, after all, the repetition that causes consumers to remember your product and to think of it first when they decide to make a purchase. You can work out several different articles that have related messages, all describing the products you are selling. Each of these articles will reach the consumer and catch their attention a little differently than the last one. But, in the end, one thing will be remembered as the same: **your product**.

Thanks to the advantages offered by e-mail, you can easily send out your articles to all of your customers at whatever frequency you feel appropriate. Over and over again they will be reminded of the product you are selling. Some will be convinced to buy from you, while others were not intending to buy until you convinced them they needed the product, and they will buy from you.

Salesmanship in print is a reminder that, while you are not verbally delivering a sales pitch to a customer in person or over the phone, you are still pitching your product. To be effective, you will have to be repetitive. You will also have to establish a sense of trust, effectiveness, reliability, affordability, and all of the other elements that can turn a "no, thank you" into your latest sale. Because of its form, copywriting allows you to do just that.

Why is Copywriting Important?

The value of good copywriting for your online business cannot be overstated. This is the single most important piece of your marketing campaign. You are not only marketing your products. Remember that you are also marketing your company. The products you sell may be found somewhere else. Chances are that they can be found in many places. What you really can't replace is your company. It is the only one by name and location, and people will avoid it for a number of reasons. Copy is what keeps this dreadful situation from happening.

To begin with, what is so important about effective copywriting is that it is your *first impression* on the Internet. When you contact a customer for the very first time, chances are it will be with copy. And if not, they will still run into the copy from your site when they begin to look for information on what you offer. Either way, this is the first opportunity the customer will have to see just what type of company yours is, and it will be your first, and maybe your only, chance to prove that you deserve that customer's business. This is your opportunity not only to pitch your product to the customer, but also to prove the worthiness of your company as an expert in the field. That trust will not come again, so you have to earn it the first time.

Effective copywriting will take some skill. You need to be aware common mistakes in grammar. Also, you will want to know how to effectively write the copy. This means planning your message and deciding in what order things should be placed. Remember that the customer doesn't know who you are yet, so you're going to need to include the **who, what, where, when, why, and how** of your business and product in the copy that you write. If any of these elements is missing, or if the grammar is wrong, the customer may either be misled by something he or she reads, or perhaps the customer will just not trust what you have to say. Therefore, grammar and effective writing are a sink-or-swim component of copywriting.

There is one more thing to be aware of: it is not enough that the copy you send to your customers be informative and accurate. It must also be interesting to them, and maybe even entertaining. There's nothing wrong with a little well-placed humor or some other entertaining approach. It makes your message easier to read, and many will appreciate that.

Putting it all together will take a little work and study, but it's worth the effort. Effective copywriting is clearly such an important component of your Internet Marketing that you can't afford to do without it. When the money starts rolling in, you'll be glad you took the time to do the copywriting well.

Copywriting: Writing the Perfect Headline

With many forms of writing you may find yourself without a title until the work is complete. Many writers make the title the last item of business for their work. However, when you write copy it works a little differently.

Most of the time you create the headline as a guide for what you are going to write about, and it will serve as a reminder throughout the article of what message you intend to get across to the reader. Headlines are very important, not only to catch the reader's attention, but also to improve your results with the search engines. Let's take a look at what you need to do to create the perfect headline.

One of the most helpful strategies for coming up with the perfect headline is to brainstorm. Think about the product or service you will be writing about, and who will likely be reading what you have written. From there you can start jotting down ideas for headlines. Think of as many as you can, and don't be afraid to put down something you think might sound a little off-key.

When you've developed an exhaustive list of headlines, you can start comparing them. Scratch out the ones that obviously won't help. Keep weeding out the least suitable candidates from the list. You may even find that a couple different headlines could be merged together to make a better headline.

By this point you should have your list worked down to just a handful of really good prospects. Take a look at them one more time. Ask yourself these questions:

- ✓ Does the headline catch my attention?
- ✓ Is the headline clearly stated?
- ✓ What words could I improve to get that all-important higher search engine rank?

Ask these questions of each of the remaining headline choices.

Tip: look for a resource that will help you by providing better words to say what you mean. There are lists of literally thousands of popular search words on the Internet. From this list you will be able to select replacement words for your headline that will get you into more searches. Rewrite your headlines accordingly.

Once you've done all of this you will have a short list of great headlines to choose from. If you only need to write one article, then pick one of these that best suits

what you need to say. However, you are more likely to need several headlines. The others on your list may work as they are, or they could be modified a bit.

The point is that, although this seems like a lot of fuss over a few words, it is the headline that speaks for your work on the Internet. No other part of what you write is so critical in making your work noticeable. And, as you know, if you can't find a way to get noticed on the Internet, you're as good as out of business.

Copywriting: Writing the Introduction

If a reader has made it to the introduction segment of your article, his or her attention was obviously grabbed by that perfect headline you wrote. But you don't want that to be where their interest ends. Therefore, it is now your task to develop a **well-written and interesting** introduction that will encourage the reader to go on. With the reader, you must be there every step of the way pushing for him or her to go a little further. Attention, like time, is a valuable thing best not wasted. That's why it's so easy to lose the attention of the reader. If interest isn't sparked and fuelled, the reader will think of better ways to spend that time and will dismiss the rest of what you wrote.

At this point you have already succeeded at giving the reader a glimpse into the subject matter. In the introduction you will need to build on that. One of the best ways to do this is to restate the headline at some point in the first or second sentence. It does not need to be restated word for word. The general idea here is to let the readers know that the headline was not just to reel them in. This is a point of credibility, as some headlines are followed by totally unrelated subject matter.

It's often a good idea to enlist the reader's attention a little further by saying something like "picture this" or "imagine if". You are encouraging the reader to not just read, but to actively participate in this article. The benefit to you as the copywriter is that you are engaging the reader fully and you are thereby quite likely to keep him or her reading to the end.

Finally comes a point of great importance in any form of writing. When you are preparing the introduction to the rest of your work, do not forget that you are supposed to be *introducing* something. That's where the final sentence of the paragraph comes in. It should not only be a transition into the next paragraph, but also a declaration of what is to come. It is quite helpful to the reader to know where this is all leading to.

To do this effectively, the final sentence of the introduction should be a brief statement of either the points you intend to make, or a suggestion that you are about to dive further into the subject. No matter how you do it, this transition must be smooth or it will disrupt the flow of your writing.

Writing the introduction is really just the next step in a process. It is the first major look a reader gets at how you intend to treat him or her, and it is your first chance to start presenting ideas. Take your time on this section of the article. You'll find that the introduction, written effectively, can help you to make it through the rest of your work with ease and speed.

Copywriting: Body and Conclusion

Once you've finished the introduction to the article, you're well on your way. It may seem to you as though you still have most of the work left to do, but the hardest part is finished. The rest of the writing should move along more quickly. Now you're into the part where you go into detail about everything you intend to cover, and the introduction will lead you through.

Writing the body of the article will take a little step-by-step organization. If you outlined your steps in the introduction, now all you have to do is fill in the blanks. Use clear, easy to read language. Be careful not to trail off on one point too much. Remember, this is most-likely going to be a short work of only a few hundred words or so. So it's important not to rob from one point to overdo another.

As you work through the body of the paper, keep in mind that separate points will need to be in separate paragraphs for emphasis. Jumping from one key point to another without the paragraph changing will make it harder for the reader to keep up, and some of what you wrote might be missed when read. Keeping the writing easy for you, will keep the reading easy for the customer.

Once you've completed all of the body, you have the conclusion to work on. This is where you have an opportunity to do any last minute appeal to the customer. The conclusion should first summarize what you've said in the body. This serves as a reminder to the reader, and reminders are crucial in advertising. Once you've summarized you can make a final pitch to the reader. Whatever your goal in this article, here is your final chance to make the sale. Strong, personal messages indicating the urgency or the importance of the situation are great ways to call the reader to action. Once again, make sure you don't carry on too long. Keep it short and to the point.

Welcome to the finish line! You've finished all of the writing. Are you done? No. Now you need to do just a few more things before this article is ready. The first is to run a spelling and grammar check on what you've written. This will help to clear any missed errors. Following that, read the article thoroughly once or twice. Be sure it sounds to you now like it sounded when you wrote it. Look for words that the check would miss, such as 'to' instead of 'too'.

Once any revisions are completed, you're finished. By this point you've gone through the whole process and you should be confident with your work. If you're not, consider having someone else read it and get that person's opinion. There's no harm in a little more revision if it will make the work you've done that much more effective when it's read by your customers.

Copywriting: Publishing Your Work

Okay, so you have this article you've written, and you're convinced that it's going to bring in tons of new leads to your site and boost profits like nothing else has done before. That's great, but how do you get the article to readers in the first place? You're going to have to publish the copy on the Internet so others will have access to it. There are a few different ways to accomplish this. Let's take a look at some of the best ways you can get your article out there.

The first place you will want to publish your article is on your own website. This one is really a no-brainer because your copy, on your website will offer your current visitors something new. Also, publishing your articles on your own site will allow for the search engines to link searcher directly to your site. There is no more effective way to link people to your site who have never been there before.

Now you have another option closely related to your site. It's called e-mail. If you have an opt-in list, and you should, you can make use of it for publishing your articles. All it takes is one e-mail to spread the message of your article to the potentially thousands of people on your opt-in list. Direct marketing through e-mail is one of the most effective ways you can keep your customers coming back to you for more. Not only does it entice them, it entertains them if you wrote your copy well.

Affiliate marketing is another great must-have for getting your copy published (to be discussed in the later chapters of this book). There are many different ways you can go about doing this, and I would recommend you research the options to decide which way will suit you best. One of the easiest options you have is to go online and search for affiliate marketers. There are websites devoted solely to blasting your message throughout the virtual world. They have access to all of the sites that will publish your work on their site, with a link back to yours. Some of these services are free, and some carry a cost. At any rate, this is a highly effective tool to spread your message and reel in the customers.

These are just the major ways for you to publish your copy on the Internet. There are other options as well, and you can research those to decide if they will help you. In any case, publishing your work on the Internet is a fast and relatively painless process that brings in more leads, perhaps, than any other method of Internet Marketing advertisement.

Copywriting: Planning Your Message

Copywriting is a very important component of your online business, no matter what kind of business you have. This cannot be said enough. As I mentioned before, copywriting is your first impression to the customer, and it can be a make or break proposition. With that in mind, there are some things that need to be discussed about preparing before you begin your copywriting work.

The very first thing you must do if you plan to write an effective article about your company and its products is get to know the products as completely as you possibly can. This means getting to know all of its advantages, disadvantages, who in the market is going to need or want this product, what they intend to use the product for, etc. It may seem silly to you at first, but you really will be surprised when you get to know all the things about a product that you can't tell just by looking at it.

Once you have enough information on the product, and on the business too, your next step will be getting to know the consumer better. What are the demographics in this market? What makes these customers want or need this product? How can you approach them and make that key first impression the best it can be? These are all things you must be able to find out before you start communicating your message. The customers will have their own ideas and values, and it is up to you as the copywriter to hit the right chords with them to make them want to buy from your company. The alternative is that they go to the competition.

After you feel that you have gathered all the information you can from both the supply and the demand side of the market, it's time to put all the information together and plan your approach. This will take putting things in logical order so that you can paint yourself a clear picture of how the article should start and finish. A lot of what you do at this point with organization will depend on the unique circumstances of the product and the consumer.

Once you've finished the planning, you're ready to write. Now comes the interesting part. You will need to have a title that not only catches the reader's attention, but that also can achieve a high search engine ranking. You will need to put together an introduction for the article that will establish interest and make the reader want to keep going. You will then need to write an effective and informative body and conclusion that will give the consumer all the reasons he or she needs to justify the purchase. Finally you will need to publish the copy so customers will get the message.

A Short List of Words that Sell

When you are copywriting, it is not enough that you have used proper grammar and an effective tone in your work. It is also not enough that you have made your work interesting, nor that you have fully described the product in detail and made the customer aware of all the benefits it offers. Yes, these and other factors are of great importance, but there is one more thing that will be the life of your work. This one factor is so important that, without using this, your work may never have any chance of getting to the multitude of customers you are trying to reach, and if it does, you may never motivate many of them to buy what you have to sell.

What you need is *words that sell*. Following are some of the words that sell, and why they do it.

Words such as **powerful, durable, unbeatable, unstoppable,** and **incredible**, are power words. These words establish the strength and the value of the subject. They are helpful in establishing a trust in the product.

Words like **hurry** and **urgent**, and phrases like **don't wait, won't last,** and **act now**, are all time-based and encourage the reader to move quickly. After all, the more time you spend on a decision, the more likely you are to change your mind and decide against what you were planning to do. A sense of urgency overcomes this obstacle to the sale.

Words that evoke thought, such as the words **secret, interesting,** and **provocative** are bait to catch your customer up and get him or her to read more.

There are also good words that make people see dollar signs. Words such as **cheap, lowest price, most affordable, discount, profitable, lucrative,** and **earnings** make people think about that almighty dollar. And what better bait to make the sale exists than the bait that makes people think about money?

This is by no means an all inclusive list of words that sell. There are literally hundreds of power words that can catch the attention of a customer and lure them in for the sales pitch. These words, placed effectively throughout your article or other copy will give you just the edge you're looking for. Not only will they convince more readers of the need for your product, they are also the kind of words that get you to the top of the search engine rankings where you must be if you expect to be found in the first place.

Remember, if the customer can't find you in a short time, you don't stand a chance of being noticed. You have to be at the top of the list with the words that sell, or the rest of the words you wrote won't matter at all.

All-Time Attention Grabbing Headlines

Okay, so here's the clincher to the entire world of media. It doesn't matter whether it's a newspaper article, a program on television, an announcement on the radio, or copy on the Internet, it's got to have a title, or headline. The headline, regardless of the media form, is the first thing you are likely to see. That said, it must be catchy. This is especially true on the Internet where one particular word in the headline may be why your copy shows up on a search, and then the rest of the headline catches the searcher's attention. It's such an important factor of the copywriting world that I've included here a list of attention grabbing headlines to give you an idea of what yours may need to sound like. Here they are:

- Dare to be Rich!
- How \$20 Spent May Save You \$2,000
- How to Rob Banks Legally
- How I Made a Fortune With a Fool Idea
- A \$10,000 Mistake!
- The Secret to Being Wealthy
- Why Wall Street Journal Readers Live Better
- How You Can Get a Quick Loan of \$1,000
- What Your Lawyer Doesn't Want You to Know
- Take This One Minute Test!
- Want to Be a Legal Investigator?
- How to Write a Hit Song and Sell It
- Seven Steps to Financial Freedom
- Who is Making a Bundle and How
- Get Rid of Money Worries for Good
- How to Burn Off Body Fat, Hour-by-Hour
- The Truth About Getting Rich
- How I Improved My Memory in One Evening
- Free Book Tells You 12 Secrets of Better Lawn Care

... And there are many more out there.

You may have noticed that most of the selected headlines were about money. Well, there's no mistake about that. Money is one of those things that tends to catch the attention of everyone. Have you ever been in a parking lot and noticed money on the pavement? You reach down to pick it up, unfold it, and discover that it is fake and has either a religious or inspirational message inside. It's just like a headline. Mention something like money and everyone takes notice. And

it's not just money; other words are catchy too. It just takes knowing what you're advertising, and you can find a way to make readers notice your headline.

While this list is by no means all-inclusive, I hope that it has provided you with some insight into what you should be looking for when writing your own headlines.

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Search Engine Optimization Solutions,
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